



For Immediate Release

Contact: Karie Anderson
Elete Electrolyte Add-In™
(800) 669-1297, ext. 313
kariae@eletewater.com

News Release

Social Elite to Enjoy elete Electrolyte Add-In at Kentucky Derby 7th Annual Grand Gala Event

OGDEN, UTAH (March 26, 2008)—**elete Electrolyte Add-In**, the original electrolyte-replacement concentrate, is one of the exclusive items selected to be included in the gift bags being given to this year's celebrities and VIPs attending the 7th Annual Grand Gala event during the Kentucky Derby weekend, May 2-3, 2008, in Louisville, Kentucky.

"elete is gaining recognition as the premier choice in electrolyte replacement and supplementation, so we are honored to be recognized and selected for this prestigious opportunity, said Val Anderson, director of sales and marketing for elete. "Electrolyte replacement is important not only for athletes, but everyone can benefit by replacing essential electrolytes. elete is an ideal choice for this year's Grand Gala gift bag recipients. Many factors, such as hot temperatures and alcohol consumption, can deplete essential electrolytes. elete provides a complete balance of essential electrolytes, and for those individuals who are body-conscious, elete is a great option that doesn't tie hydration to calories as is the case with sports punch."

The Grand Gala event has become one of the must-attend events during the Kentucky Derby weekend. The gala benefits the 828 Foundation, which identifies and supports several non-profits, some of which include the United Negro College Fund, Youth ALIVE, and the Oasis Life Center.

In addition to being included in 1,500 celebrity and VIP gift bags at the Grand Gala event, one "Grand Gala gift bag" will also be given away to one lucky "In Touch Weekly" magazine reader as well as one studio audience member of the "Tyra Banks Show."

About elete Pure Electrolyte Add-In™

elete Electrolyte Add-In™ (www.eletewater.com) is the latest cutting-edge innovation in electrolyte replacement. **elete Electrolyte Add-In™** is the world's first pure electrolyte add-in specially designed to add electrolytes to any beverage or food to replace electrolytes, maintain fluid balance, sustain endurance, and help prevent occasional muscle cramps due to physical exertion. **elete Add-In™** contains no calories, no sweeteners, no flavorings, no artificial ingredients, and no nasty stuff that can impede optimal performance. Because **elete** is a pure electrolyte add-in, it can be used to make pure electrolyte water that tastes like water. **Tablytes™**, by **elete**, are a complete, balanced electrolyte replacement in tablet form. For more information, visit www.eletewater.com or call 800.669.1297.