



For Immediate Release

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News Release

ELETE™ Electrolytes Sponsors 34th Annual ELETE Indiana University of Pennsylvania (IUP) Track and Field Open

OGDEN, UTAH (April 11, 2007)— **ELETE™ Electrolyte Add-In** is pleased to announce that it is a sponsor of the 34th Annual ELETE IUP Track and Field Open, which will take place Saturday, April 21, 2007 at Indiana University of Pennsylvania (IUP)'s Miller Stadium.

"I would personally like to thank **ELETE™ Electrolyte Add-In** for coming on again this year as a sponsor of our 34th ELETE IUP Open track and field meet," said Brian S. Spickler B.S., M.S., ACSM, Head Men's and Women's Track and Field Coach, Indiana University of Pennsylvania. "ELETE™ electrolytes provide a very easy to use product and are a great alternative to the sugary sports drinks. Last year's ELETE IUP Open attracted more than 550 athletes competing from over fifteen different universities. All of the athletes and coaches were very excited to use ELETE™ electrolyte products for the first time and gave great reviews. The athletes and coaches at IUP are thrilled that ELETE™ Electrolyte Add-In will be the electrolyte replacement drink for this year's installment of the 34th ELETE IUP Open."

Brian Spickler added, "On a side note, I am a big fan of the product. I've been using the product for over three years now in all my athletic endeavors from triathlons to bobsled racing."

ELETE™ electrolytes will provide pure electrolyte water and ELETE™-powered custom sports drink that contains half the sugar of typical sports drinks at all ELETE IUP Open hydration stations. In addition, ELETE™ electrolytes will also provide samples of its liquid, electrolyte add-in to race participants and winners.

The 34th Annual ELETE IUP Open begins at 11:00 a.m. on April 21st. Events include the men's and women's 100-, 200-, 400-, 800-, 3,000-, and 5,000- meter-dash, as well as the long and triple jump, pole vault, shot put and discus.

Information and registration can be found at:

www.iup.edu/varsitysports/track/iupopeninfo.pdf. Results from Saturday's event will be posted on IUP's web site: www.iup.edu/varsitysports/track



About elete™ Pure Electrolyte Add-In

elete™ (www.eletewater.com) is the latest cutting-edge innovation in electrolyte replacement. elete™ 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™ 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.