



For Immediate Release

Contact: Karie Anderson
ELETE™
(800) 669-1297, ext. 313
kariae@eletewater.com

News Release



Police Unity Tour Selects elete Electrolyte Add-In™ as Its
Electrolyte-Replacement Product for 2007 Benefit Ride

OGDEN, UTAH (April 26, 2007)— On May 9, 2007, more than 400 riders will set off from New Jersey to Washington, D.C. for the 2007 Police Unity Tour. **elete™ Electrolyte Add-In** has been selected as the official electrolyte-replacement product for the four-day ride, which raises funds for the National Law Enforcement Officers Memorial Fund in Washington, D.C. honoring police officers who have died in the line of duty. **elete™ Electrolytes** will provide riders with its concentrated electrolyte formula to keep officers hydrated and energized during their cross-country ride.

“Last year, we had over 400 police officers from North Jersey as well as police officers from all over the world who participated in the Police Unity Tour. When you’re on a long tour, using sports drinks adds considerable bulk to carry. elete Electrolyte Add-In™ is phenomenal. First, it works, plain and simple. You add it to water, drink it, and it instantly gets your electrolyte levels up. Second, the packaging is light, so it’s easy and convenient to carry it when you’re on a several mile bike ride. In addition, the Police



Unity Tour's Cross Country team relied on elete Electrolyte Add-In™ last year. I've personally used elete Electrolyte Add-In™, and I recommend it to several other officers who ride," said Robert Stober, patrolman of the Branchburg Police Department in New Jersey who is also an event organizer.

"elete™ Electrolyte Add-In is ideal for both athletes as well as individuals who work in the heat and police officers are certainly both," said Val Anderson of elete. "Police officers provide an extremely valuable service for all of us, and we, at elete, are thrilled to support the Police Unity Tour in their efforts."

Organized in May 1997, the Police Unity Tour was started by Officer Patrick P. Montuore of the Florham Park Police Department to raise public awareness of the police officers that have died in the line of duty. With what began in its first year with 18 riders on a four-day ride from Florham Park, NJ to the National Law Enforcement Officers Memorial in Washington, D.C., last year more than 1,000 officers participated in the tour. The 2006 Police Unity tour donated one million dollars to the National Law Enforcement Officers Memorial Fund bringing the group's total donations to \$3.2 million dollars.

The Police Unity Tour's Cross Country Team's blog is: putxcountry.blogspot.com





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.