



For Immediate Release

Contact: Karie Anderson
ELETE™
(800) 669-1297, ext. 385
kariea@eletewater.com

News Release

Sarah Kaufmann, elete™ Athlete, Wins 24 Hours in the Old Pueblo, Solo Female Category

OGDEN, UTAH (February 26, 2007)— Sarah Kaufmann, an **elete™**-sponsored athlete and endurance mountain bike racer, won first place in the Solo Female category of the endurance mountain bike race, 24 Hours in the Old Pueblo, on February 17, 2006 in Tucson, AZ. Kaufmann, who is a resident of Boulder, Nevada, won first place out of all 26 soloist women.

“We are absolutely thrilled for Sarah and her strong victory at 24 Hours in Old Pueblo,” stated Val Anderson of **elete™**. “She is highly driven and obviously quite knowledgeable about the importance of nutrition to her sport.”

Of the role **elete™** played in her win Sarah said, “I downed 10-12 packets of **elete™** Electrolyte Add-In, which helped keep me sane and pedaling. To me, 80 degrees feels *hot*. **elete™** helps me even more in the heat, and I was suffering enough. I can't imagine how I would have fallen apart without this stuff.”

Sarah finished her first lap in a duration of 1:18:46 and her final and fifteenth lap time was 1:31:33.

“**elete™** Electrolyte Add-In is gaining quite a following among ultra-endurance athletes. **elete™** is easy to carry and use, and allows athletes to add as much or as little electrolytes to anything and everything they consume during a race.”

Now in its eighth year, the 24 Hours in the Old Pueblo is a three-day event featuring more than 3,000 participants in Tucson, AZ. It is one of the largest 24-hour endurance mountain bike race events in North America.



Sarah Kaufmann pictured on the podium accepting her award as champion in the Solo Female Category, 24 Hours in the Old Pueblo, February 17, 2007, Tucson, AZ. (Photo Courtesy of Sarah Kaufmann)



Sarah heading out for her fifteenth and final lap at 24 Hours in the Old Pueblo (Photo Courtesy of Sarah Kaufmann)

About elete™

elete™ (www.eletewater.com) is the latest cutting-edge innovation in electrolyte replacement. elete™ is the world's first electrolyte add-in specially designed to replace electrolytes, maintain fluid balance, sustain endurance, and help prevent muscle cramps. 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. Tablytes, elete™'s latest product introduction, is a complete, balanced electrolyte replacement in tablet form. elete™'s location—nestled against the Rocky Mountain's Wasatch Front—coupled with the large number of outdoor enthusiasts on staff served as the inspiration for the development of elete™. For more information, visit www.eletewater.com or call 800.669.1297.