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**For Immediate Release**

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**News Release**

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Sarah Kaufmann, elete Athlete, Wins 24 Hours Vail Lake, Solo  
Female Category

OGDEN, UTAH (April 25, 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, 5<sup>th</sup> Annual 24 Hours of Vail Lake April 21 & 22 in Temecula, CA.

"It was a really challenging course, and a race I really had to fight to win," said Sarah Kaufmann. "I finished 16 laps, good for a new solo women's course record and would have been good for second of the five solo men. As usual, **elete electrolytes**™ kept me focused and kept my head in the race. A rip pack went into my hydration pack bladder every time it was filled, so I probably downed about 14-16 packs. Heat was never really an issue in this race, but, nonetheless, elete played a big role, as always." Sarah's final time was 11:10:40.

"We are so elated for Sarah and her second big win of the season in two prominent 24-hour ultra-marathon riding events," said Val Anderson of **elete**. "Sarah is showing herself to be a real force to be reckoned with. As the 2007 season is now in full gear and temperatures begin to climb, **elete electrolytes**™ will continue to play a crucial role in keeping athletes hydrated and performing at their best. "





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### About elete Pure Electrolyte Add-In™

elete Electrolyte Add-In™ ([www.eletewater.com](http://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](http://www.eletewater.com) or call 800.669.1297.