



For Immediate Release

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

News Release

elete, A Sponsor of the Southern California Police Officer Bicycle Association's 1st Annual Inter-Agency Police Bike Patrol Competition

OGDEN, UTAH (April 12, 2007)— **elete Electrolyte Add-In™** is pleased to announce it will sponsor the 1st Annual Southern California Police Officer Bicycle Association (So Cal POBA)'s Inter-Agency Police Bicycle Patrol Competition on Monday, April 16, 2007 at the Los Angeles Police Academy (Elysian Park) in Los Angeles, CA.

"I believe this to be a perfect opportunity for elete electrolytes™ to make continued inroads into the law enforcement and cycling communities as over 300 bicycle patrol officers (LAPD and surrounding law enforcement agencies) are scheduled to attend and compete in our 1st Annual Inter-Agency Bicycle Competition," said Officer Loren Ortiz of the L.A. Police Department's Bicycle Patrol Unit who is coordinating this year's event.

Officer Ortiz stated, "I became a fan of elete Electrolyte Add-In™ over two years ago. After 250 cramp-free miles on the bike, I became a firm believer in elete™ Electrolyte Add-In. Electrolyte balance and proper hydration, no cramping, no 'icky' sweetness, and the little bottle fit perfectly in my jersey pocket. It even transformed my favorite carbonated beverage into a sports drink...just right. I love the stuff."

"We are honored to be one of the sponsor's for the 1st Annual So Cal POBA event," said Val Anderson of elete Electrolyte Add-In™. "elete Electrolyte Add-In™ has garnered a following among law enforcement officers and firefighters who—as required by their job—are exposed to high temperatures and grueling physical workouts. It allows these specialized athletes to stay hydrated, and it supports endurance and muscle function without providing anything that can get in the way when these men and women are called on in a moment's notice and need to use every ounce of energy and stamina possible."

The 1st Annual So Cal POBA Bike Patrol Competition will take place Monday, April 16th at L.A.'s Police Academy and will feature a fun ride with L.A.P.D.'s Chief of Police, William Bratton, in addition to L.A.P.D., assistant police chiefs and more than 250 L.A.P.D officers that will travel throughout Los Angeles. The competition-portion of the event will include 250 uniformed L.A.P.D. bike officers competing alongside 100 outside law enforcement agency officers in a timed event navigating an obstacle course that



involves hill climbing, dirt riding, shouldering the bike and running upstairs, and officer rescue.

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.