



For Immediate Release

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News Release

elete Electrolyte Add-In™ To Sponsor Utah's Wasatch Back Relay

OGDEN, UTAH (June 4, 2007)— On June 22, 2007, Utah's 4th Annual Wasatch Back Relay will kick off in Logan, Utah with elete Electrolyte Add-In™ providing rip-packs of its concentrated liquid electrolyte product for all racers. The Wasatch Back relay is a 24-hour relay race consisting of teams of twelve runners that will travel from Logan to Park City, Utah covering a distance of 178 miles.

The event begins June 22nd at Merlin Olsen Park in Logan, Utah. Team start times are staggered throughout the day depending on the team and the division. This year, more than 300 teams will compete.

"elete Electrolyte Add-In™ is a great fit for a 24-hour, race relay event," said Morgan Workman, event director. "Athletes participating in the Wasatch Back run three separate times ranging in distance from three to eight miles over a 24-hour period. Therefore, replacing critical electrolytes that will keep runners hydrated and help their muscles recuperate faster is absolutely a necessity."

"We at elete love to sponsor ultra-endurance events, and it's great as a local company to work with local events. Elete is also sponsoring numerous events throughout the U.S. and even in other countries," said Val Anderson, director of sales and marketing.

To learn more about Wasatch Back, go to:
<http://www.ragnarrelay.com/wasatchback/index.php>

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.