



For Immediate Release

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News Release

elete Electrolyte Add-In™ A Sponsor of Epic Rides' Whiskey Off-Road Mountain Bike Event

OGDEN, UTAH (May 9, 2007)— **elete Electrolyte Add-In™** is pleased to announce it will be one of the sponsors of the 2007 Whiskey Off-Road, a mountain bike event hosted by Epic Rides, on Saturday, May 19, 2007 on Historic Whiskey Row in downtown Prescott, Arizona. Riders participating in the event will each receive a water-bottle sized rip pack of **elete Pure Electrolyte Add-In™** to add to their water or beverage to stay hydrated and energized during their ride.

“Here in the Southwest where it gets quite hot, we work with elete in order to aid our participants hydration efforts,” said Todd Sadow, president of Epic Rides. “**Elete Electrolyte Add-In™** offers a product that allows people to persevere in the heat. Elete Electrolytes™ give people the proper tools to ride through some of the hottest days of the year here.”

The Whiskey Off-Road course starts in downtown Prescott, AZ and continues through beautiful Prescott National Forest, which offers challenging climbs and breathtaking views of the Southwest desert. The Whiskey Off-Road is a mountain bike ride encompassing riders from all skill levels . In addition to the Whiskey Off-Road event, Epic Rides organizes several other fun-filled, scenic mountain bike events each year, each of which celebrate cycling, the natural beauty of the outdoors and the mountain bike community.

Proceeds from the event benefit Yavapai County Food Bank and Prescott Alternative Transportation.

For more information or to register for the Whiskey Off Road, go to:
<http://www.epicrides.com/wor/wor.htm>

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.