



For Immediate Release

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News Release

Electrolyte Products from MRI, elete Electrolyte Add-In and Tablytes, Receive Top Honors from Shape You Gear Awards

OGDEN, UTAH (July 28, 2008)—**elete Electrolyte Add-In™** and **Tablytes™** have received two top honors from the Shape You 2008 Gear Awards. **elete**, the original liquid, pure electrolyte concentrate, received the “Top Gear of the Year” award while **Tablytes** received a “Great Gear” award.

“We’re very pleased and honored with the recognition we’ve received from Shape You,” said Val Anderson, director of Sales and Marketing for elete. “Both **elete** and **Tablytes** are wonderful products favored by athletes that offer distinctive features and benefits compared to sports drinks and other electrolyte products in the category. **elete** is the authentic, versatile, liquid electrolyte concentrate that athletes can use to make pure electrolyte water or turn any drink into a sports drink. **elete** allows athletes to completely customize their level of electrolytes to support hydration, performance, and muscle function during activity and suits a variety of demanding physical and environmental conditions. **Tablytes**, our electrolyte-replacement tablets, is new and improved and now provides 150 mg of sodium per tablet balanced with eight other electrolytes for rapid electrolyte replacement.”

Launched in 2004, all-natural **elete** is a concentrated blend of electrolytes and contains no calories, carbs, or artificial ingredients. **elete** has been clinically tested and shown to improve hydration versus those who consumed water alone. **Tablytes** was launched in 2005 and is a dietary supplement that provides nine electrolytes in tablet form. **Elete**, with an MSRP of \$4.99 for a pocket bottle that provides 10, 32-oz. servings, and **Tablytes**, with an MSRP of \$11.98, is sold in fine natural products and specialty retail outlets throughout the United States.

To learn more, visit www.eletewater.com.

ShapeYou.com, based out of Studio City, Calif., is a web site that features articles, resources, and online directories for consumers, retailers, and others in the sports, fitness, and natural products industries.

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.