



## Electrolyte Capsules & Dispensers

### ***For Immediate Release:***

SaltStick named as the Official Electrolyte Capsule and Dispenser of the 2008 and 2009 Gore-Tex TransRockies Run.

Newbury Park, CA – July 8, 2008 – SaltStick<sup>®</sup>, innovative electrolyte capsules and dispensers based on solid science and sound engineering, has been named as the Official Electrolyte Capsule and Dispenser of the Gore-Tex<sup>™</sup> TransRockies Run on August 25- 30, 2008. SaltStick<sup>®</sup> dispensers provide “on the go” dispensing for easy ingestion of electrolytes. The dispensers are water-resistant and fit on all hydration belts and running packs, as well as inside most bicycle handlebars or mounted externally with a versatile clip.

SaltStick<sup>®</sup> Caps are vegetarian capsules that have been formulated to provide a quantity of solid electrolyte salts that athletes need, in a form that the body can absorb, to help with the muscle cramping and heat stress involved in endurance events.

Jonathan Toker, Ph.D. chemist and President of Toker Engineering LLC, inventor of SaltStick<sup>®</sup> products, confirms that the SaltStick<sup>®</sup> dispensers and capsules have been critical in the success of top professional athletes, including the winners of the Ironman<sup>®</sup> World Championship and other endurance events worldwide. Notable international athletes currently using SaltStick<sup>®</sup> products include Chris McCormack, Craig Alexander, Karl Meltzer, Luke Bell, Jasper Blake, Becky Lavelle, Lisa Smith-Batchen, Joanna Zeiger, Conrad Stoltz, and many others.

The Gore-Tex<sup>™</sup> TransRockies Run is a grueling race through the Colorado Rockies as trail runners make their way over the 120-mile course that ascends 25,000 vertical feet from start to finish.

Competitors, in teams of two, begin their 120-mile journey in Buena Vista, Colorado and compete in one of six stages each day as they make their way to the finish line in Beaver Creek, Colorado. The field is limited to 300 teams in four categories: Men, Women, Mixed and Masters, with a total purse of \$20,000 to be awarded as prizes. Athletes participating at the Gore-Tex<sup>™</sup> TransRockies run will receive SaltStick<sup>®</sup> product as well as on-course support, as the official electrolyte capsule of the 2008 Gore-Tex<sup>™</sup> TransRockies run.



## Electrolyte Capsules & Dispensers

SaltStick products are sold through [www.saltstick.com](http://www.saltstick.com) and at retailers in 19 countries on 4 continents.

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