

## Nite Ize 3-in-1 LED Flashlights Provide Visibility & Safety

*Flashlight, lantern & safety light or glow stick all in one – Nite Ize continues to introduce innovative, problem-solving products*

**Boulder, CO, August 5, 2015** – Nite Ize announces the introduction of the first-ever Nite Ize branded multi-function LED Flashlights. Their new 3-in-1 series includes a mini LED light, a full size LED light, and the FlashStick™. The Mini and the full-size lights feature ultra-bright flashlights that easily convert into lanterns, and feature a red LED safety light on the other end which can be switched to glow, flash, and SOS modes in emergencies. The FlashStick has similar flashlight and lantern functions, but on the tail end, features a prominent colorful LED glow stick which can be used for signaling in emergencies. All three LED Flashlights are powered by AA Alkaline batteries, making the cost to run the lights very low.

“These are the kind of innovative, problem-solving products the company was built upon,” stated Rick Case, CEO and Founder of Nite Ize. “I wanted to make a line of Nite Ize LED Flashlights that, for a family-friendly retail price, would provide a wide variety of LED lighting options.” said Case. “With all of our innovative safety and visibility LED products, we are excited to provide our customers with high-quality, multi-functional flashlights from the brand they trust too – we want to be their one-stop-shop when it comes to nighttime safety.”

These Nite Ize lights feature durable, machined aluminum bodies and impressive Lumen counts, with the most powerful one coming in at 250 Lumens. The new 3-in-1 Flashlight Series will hit the market September 2015.

### 3-in-1 LED Mini Flashlight:

- Mini Flashlight, Lantern, and Safety Light – 80 Max Lumens
- Body Colors: Black, Red, Green, Blue
- 1 - AA Alkaline Battery
- \$11.99 MSRP

### 3-in-1 LED Flashlight

- Full-size Flashlight, Lantern, Safety Light – 250 Max Lumens
- Body Colors: Black, Red
- 3 - AA Alkaline Batteries
- \$17.99 MSRP

### 3-in-1 FlashStick

- Flashlight, Lantern, and Glow stick – 60 Max Lumens
- Bright LED glow stick available in varying colors for signaling: Black body/Red LED, Red body/Red LED, Blue body/Blue LED, Green body/Green LED
- 1 - AA Alkaline Battery
- \$11.99 MSRP



### About Nite Ize

Founded on the principles of creativity and innovation, with headquarters in Boulder’s picturesque valley below the Flatirons, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. The company celebrated its 25th anniversary in 2014, and offers over 500 innovative products & accessories in six unique categories: Mobile, Hardware, LED, Flashlight, Pet, and Lifestyle. Still captained by its Founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment. For more information, please visit [NiteIze.com](http://NiteIze.com) or Nite Ize on Facebook: [facebook.com/NiteIze](https://www.facebook.com/NiteIze).

**Media Contact:** Terra Public Relations 307-733-8777. Brooks Cowles / [BrooksC@terrapublicrelations.com](mailto:BrooksC@terrapublicrelations.com)