

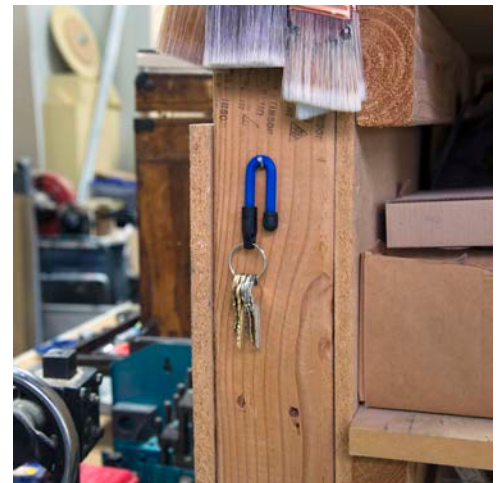
New “Twist” on Key Accessories from Nite Ize is a “Cinch”

BOULDER, Colo., July, 26, 2017– With a reputation for providing innovative solutions to everyday problems, Nite Ize® reveals two new products that, while simple in concept, deliver a staggering number of uses and applications. Introducing the Cinch-A-Lot™ Stretch Strap and the Gear Tie® Key Ring.

The [Cinch-A-Lot Stretch Strap](#) is a stretchy, durable silicone strap that can be adjusted easily with a metal cinch slider to provide a convenient solution for carrying keys and other small items. Attached to the strap is a polycarbonate Nite Ize-branded S-Biner® MicroLock® and ¾” split ring. The S-Biner and split ring combination holds keys, while the silicone strap can be adjusted to fit around a wrist, water bottle, mobile phone, sunglasses, chapstick or other items – making it a “cinch” to hold everyday necessities while on-the-go. Available in blue and yellow for \$4.99.



The [Gear Tie Key Ring](#) is another option for on-the-go convenience. This item features a three inch Nite Ize Gear Tie with an integrated loop that attaches to a ¾” split ring. The ever-popular Gear Tie design makes this the ultimate wrappable, bendable, hangable key accessory. With a rubber exterior, the Gear Tie serves as a tactile fob that is easy to feel and find in a backpack or purse as well as easy to grip and attach to nearly anything. With the flexible wire inside, this unique Gear Tie Key Ring can also be bent like a hook to hang or wrapped around something. Available in black, neon yellow and blue for \$3.99.



“The Gear Tie Key Ring is an interesting twist on a traditional key accessory,” [Nite Ize Founder and CEO Rick Case](#) said. “It’s a versatile solution to managing keys and other small items – it’s very easy to use and extremely convenient.”

For more information about these new products and other key accessories from Nite Ize, visit NiteIze.com.

About Nite Ize:

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 28th anniversary in 2017 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. 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.

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