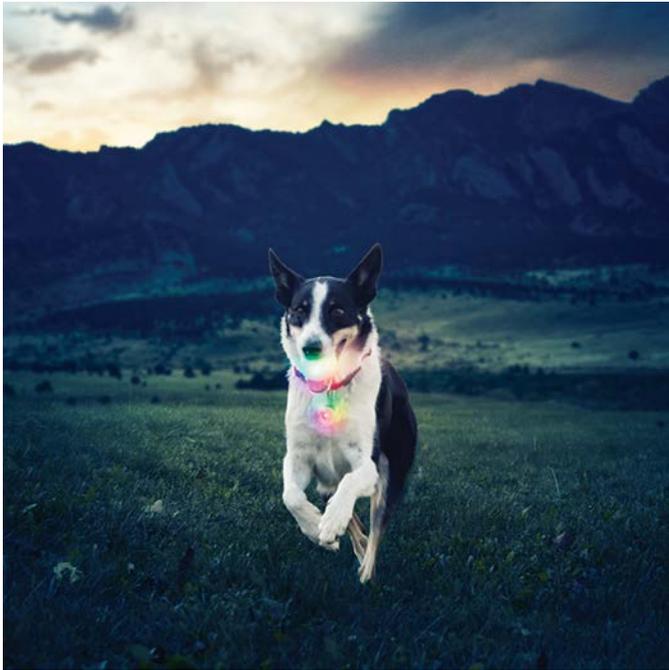


## Get out After Dark to Fetch with Fido & the Nite Ize GlowStreak LED Ball

**BOULDER, Colo., Jan. 6, 2016**– Dogs don't get tired just because the sun goes down, that's why the new [GlowStreak™ LED Ball](#) from Nite Ize® is designed to light up the night for endless hours of play. This durable fetch toy\* is unlike any other – it is motion activated, has replaceable batteries, is waterproof and will float. Dogs everywhere will tucker out before the Nite Ize GlowStreak does.



“With our experience and tenure in the LED category, I am confident we have one of the best LED balls on the market,” Rick Case said, CEO and Founder of Nite Ize. “The GlowStreak LED Ball is the most technologically advanced nighttime fetch ball ever made.”

Designed with the ball-obsessed pup in mind, this robust rubber ball has a protected inner core that contains an advanced motion-activated LED module with bright red or color-changing Disc-O LEDs on both sides of the interior operating panel for a true 360 degree glow.

The ball will turn on with a simple bounce and features an auto shut-off function to optimize battery life after ten minutes without a bounce (five minutes of glow, followed by five minutes of flashing).

The molded, shockproof, removable polycarbonate core houses the LED/battery module and screws securely into place creating a waterproof seal. The same size as a tennis ball and invincible to water or slobber, this tough playtime ball floats, and is great for the dog who loves to swim. The unique grooved design on the surface creates a bite friendly exterior that is easy to pick up for small and large dogs alike. Powered by replaceable, long-lasting batteries, the GlowStreak provides 35 hours of playtime.

### Technical specifications:

- To activate, drop the ball from 3.28 to 4.9 feet (1 to 1.5 meters)
- Diameter: 2.5" | 63mm
- Weight: 3.9oz | 112g
- Two replaceable 2032 batteries included
- MSRP: \$16.79

For enhanced visibility during after-hours activities, the GlowStreak LED Ball is also available in a combination pack with a matching SpotLit™ LED Collar light for \$23.99. The SpotLit is a classic Nite Ize product – it's a water resistant, durable LED that clips easily to any dog collar with an integrated stainless steel carabiner clip. This Disc-O SpotLit can be set to a color-changing glow or red-flashing mode with a simple push of a button. With this



custom designed LED module that is powered by replaceable long lasting batteries, you are sure to find the SpotLit to be an excellent addition to your Glowstreak light show of nighttime fetch.

For more information on the GlowStreak LED Ball and other new pet products from Nite Ize, visit [NiteIze.com](http://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 27th anniversary in 2016 and offers more than 500 innovative products and 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).

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**Note:** \*This ball is not intended as a chew toy, nor is it intended for pets under 12 months old. It is meant for supervised use only and for enjoying playing fetch with your dog. Please tighten the battery cap securely in place using a flathead screwdriver and check the tightness regularly.