



**Media Contact:**  
Britney Jackson, CGPR  
[britney@cgprpublicrealitions.com](mailto:britney@cgprpublicrealitions.com)  
781-639-4924 x. 112

## Nite Ize Expands Mobile Holster Line Offering Larger Sizes *XXL Size Accommodates Today's Largest Phones*

**BOULDER, Colo. – June 23, 2020 – Nite Ize®**, a leading manufacturer of innovative solution-based products, today announced it is expanding its **Fits All Phone Case™** collection with an additional XXL size. Designed to accommodate the demands of today's larger phones, the **Fits All Vertical Phone Case** and **Fits All Horizontal Phone Case** in XXL will be available at retail in late Summer 2020.

"As phones increase in size, consumers require a rugged and durable holster that does so as well," Rick Case, CEO and founder of Nite Ize said. "Our XXL Fits All Phone Case fulfills that need, while providing the same reliable and secure attachment with its rugged fixed position clip."

Constructed from durable, rugged materials, the Fits All Phone Case keeps phones securely attached to belts and waistbands with a patented tough flex clip and features a hook and loop lid closure. Available in either vertical or horizontal models, the Fits All Phone Case is designed to fit nearly every mobile device on the market, with or without a form fit case.

The Fits All Phone Case is available in black and size XL, with an MSRP of \$10.99, and XXL, with an MSRP of \$11.99.

### **About Nite Ize**

Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that creatively solve everyday challenges. Nite Ize offers more than 500 products across various channels including: Travel, Mobile, Hardware, Illumination, Bike + Fitness and Pet. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment. For more information, visit [Nitelze.com](http://Nitelze.com).



*Fits All Vertical Phone Case  
XXL*



*Fits All Horizontal Phone Case  
XXL*

###