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## Nite Ize Expands Key Accessory Collection

*Launch Includes Mini Stretch Strap, Upgraded Key Multi Tool and Plus-Sized Key Hider*

**BOULDER, Colo. – June 23, 2020 – Nite Ize®**, a leading manufacturer of innovative solution-based products, today introduced three new key accessories providing enhanced features and benefits. The new key accessory products will be available at retail in late Summer 2020.

**Cinch-A-Lot® Mini Stretch Strap**: The Cinch-A-Lot Mini Stretch Strap combines the classic Cinch-A-Lot and S-Biner® MicroLock® in a scaled-down design for small everyday essentials. The included S-Biner MicroLock instantly clips and transforms everyday items into portable keychain accessories. The soft silicone strap can grip and cinch Bluetooth earbuds and/or charging cases, lip balm tubes, hand sanitizer bottles, cords and more. Available in Blue, Black, Mint and White Sparkle. MSRP \$4.99.

**DoohicKey®+ Key Tool**: Building upon the successful original version, the DoohicKey+ now combines eight essential tools into one modern design. TSA friendly, the DoohicKey+ Key Tool includes an integrated serrated edge, scoring point, flathead screwdriver and nail puller/staple remover on one end, and a bottle opener, Phillips head screwdriver, ruler and wrench on the other end. MSRP \$4.99.

**HideOut® XL Magnetic Key Box**: This classic product now accommodates modern key fobs. Large enough to hold a key fob and multiple keys at a time, the HideOut XL Magnetic Key Box keeps keys dry and prevents rust or water damage with an IPX7 waterproof seal. It may be secured underneath cars or other metal surfaces using three powerful neodymium magnets; a metal plate with 3M® VHB® adhesive is included for securing to nonmetal surfaces. MSRP: \$14.99.

### **About Nite Ize**

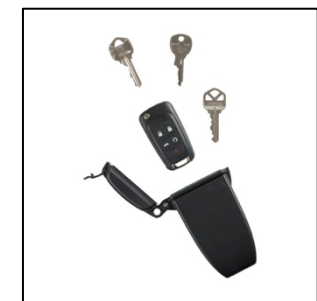
Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that creatively solve everyday challenges. Nite Ize offers more than 500 products across various channels including: Travel, Mobile, Hardware, Illumination, 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 [NiteIze.com](http://NiteIze.com).



*Cinch-A-Lot Mini Stretch Strap*



*DoohicKey+ Key Tool*



*HideOut XL Magnetic Key Box*

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