



For Immediate Release

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Nite Ize Introduces KeyRing™ Steel

BOULDER, Colo. (January 1, 2013) — Nite Ize, Inc., a leading manufacturer of innovative products and accessories, announced today the introduction of the Nite Ize Steel KeyRing, a compact, sturdy and fumble-free 1.1” diameter KeyRing that comes with 6 stainless steel S-Biners to keep your keys secure and easily accessible. The Nite Ize KeyRing is a simple, handy, and secure way to organize and carry your keys. Its solid, continuous stainless steel ring comes with six stainless steel S-Biners, which are double gated carabiner clips that are perfectly sized to hold six separate keys.

“The Nite Ize KeyRing demonstrates innovation and versatility which are two key factors in the development of Nite Ize products,” said Rick Case, founder and CEO of Nite Ize.

The stainless steel S Biners can be removed individually and attached to a second key ring, belt loop, purse strap, or zipper pull. The S-Biners can be quickly to removed and reattached making it convenient to share keys with family members, valets, babysitters, or for taking a single key with you when you’re out for a run or ride. More S-Biners can be ordered separately; the KeyRing can hold plenty of them. Available in two colors, black stainless steel with black S-Biners and silver stainless steel with silver S-Biners. MSRP: \$7.99

About Nite Ize, Inc.:

Nite Ize was founded by creativity and has continued to commit to innovation throughout 24 years of business. Nite Ize products and brands strive to exemplify problem/solution based products with quality and performance at the core. Nite Ize takes pride in the way they conduct their business and do what they say they will do. Nite Ize team members are passionate about their products, customer satisfaction, their partners and the environment.

Nite Ize operates from its corporate offices in Boulder, Colorado, and offers over 400 innovative products & accessories in five unique categories: Mobile, Hardware, LED, Flashlight, and Tool. Its products are sold in over 60 countries by the world’s most recognized retailers. For more information, please visit www.niteize.com.

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