

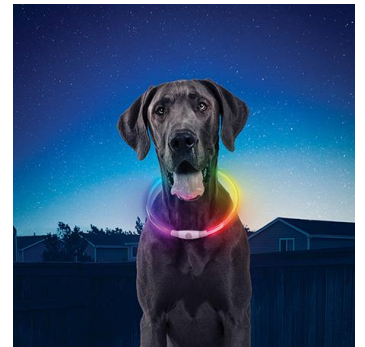
Nite Ize Brings Safety, Security, and Light-Up Fun with New Pet Products

BOULDER, Colo., July. 23, 2018 – Nite Ize® is putting colorful spins on two of its most popular pet products with the [NiteHowl® Rechargeable LED Safety Necklace](#) and the new aluminum [S-Biner® TagLock®](#).

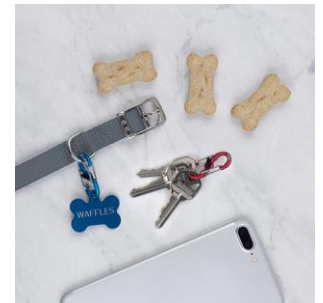
“Dogs are like family and it’s our responsibility to keep them safe,” Nite Ize Founder and CEO Rick Case said. “I also believe that safety and fun should go hand in hand.”

At night, the new rechargeable NiteHowl offers a fun, colorful way to keep dogs visible. The TagLock allows owners to feel confident knowing that pet ID tags will stay secured to collars or harnesses, even during rambunctious play.

[NiteHowl Rechargeable LED Safety Necklace with Disc-O Select™](#): This new NiteHowl offers two significant upgrades to the existing NiteHowl line. By introducing a rechargeable battery, the NiteHowl offers a run time of 5.5 hours and can be easily recharged with a Micro USB. The biggest change to this NiteHowl shines in the dark with the addition of Disc-O Select™. When turned on, the color-changing Disc-O mode illuminates the necklace with multiple colors at the same time, creating a flowing color-blending pattern that’s as fun as it is functional. Owners also have the option to set the necklace to light up in one of three selectable colors (red, green, or blue) with the push of a button, making it easy to distinguish between multiple dogs. This water-resistant LED necklace offers 360 degrees of illumination and can be cut to size, making it the perfect companion to late night walks for both big and small dogs. Available soon with an MSRP of \$19.99.



[S-Biner TagLock Aluminum](#): Pet collars are where aesthetics and functionality meet, and the new aluminum TagLock offers colorful convenience and the confidence that your pet tags will stay secure. The lightweight and durable aluminum TagLock features two stainless steel gates that lock simultaneously with a simple twist of the center lever. The patented design of this colorful, locking dual carabiner makes it quick and easy to move tags between collars and harnesses. Available as a two-pack in red, blue or pink, the aluminum TagLock has an MSRP of \$4.99.



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 29th anniversary in 2018 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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