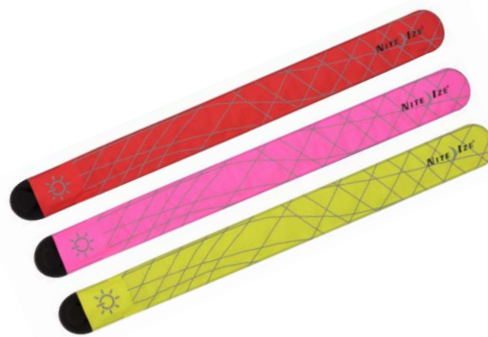


Nite Ize Brings Fun to Nighttime Safety with the New SlapLit LED Slap Wrap

Staying visible while enjoying nighttime activities outdoors is important, but no one said it can't be fun too.

Boulder, CO, August 5, 2015 – Nite Ize, the leading innovators of solution-based products, introduces new, brightly colored SlapLit LED Wrap bracelets to the world of outdoor nighttime activities. The SlapLit uses the same “slap it to snap it” feature many remember from childhood, but with two major differences. First, it features an easy-to-activate bright red LED that glows or flashes, and second, its exterior is a designed reflective pattern, both features that make the wearer highly visible at night.



Whether jogging, biking, hiking, or just enjoying an evening stroll, the SlapLit gives added visibility and peace of mind for all who head out on nighttime adventures.

The new SlapLit will be available for \$11.99 in multiple colors in September of 2015.

About Nite Ize

Founded on the principles of creativity and innovation, with headquarters in Boulder's picturesque valley below the Flatirons, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. The company celebrated its 25th anniversary in 2014, and offers over 500 innovative products & 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 or Nite Ize on Facebook: [facebook.com/NiteIze](https://www.facebook.com/NiteIze).

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