

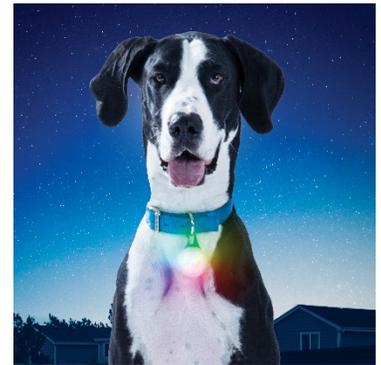


Pet Owners Light Up at New Nite Ize Pet Visibility Products

BOULDER, Colo., January 8, 2019 – Nite Ize®, a leading manufacturer of innovative solution-based products, is known in the pet world for their fun and functional pet visibility products. Now, Nite Ize is introducing the bigger, brighter SpotLit™ XL Rechargeable Collar Light to their iconic SpotLit line of colorful collar lights – and it's rechargeable too.

“Three billion batteries end up in landfills in the US every year,” said Nite Ize Founder and CEO Rick Case. “By incorporating rechargeable technology into the new SpotLit XL, we’re able to save our customers a trip to the store for more batteries – more importantly, we’re able to reduce the product’s carbon footprint.”

This unique light is just as fun as it is functional. With Disc-O Select™ “choose your color” technology, the [SpotLit XL Rechargeable Collar Light](#) can be set to one of four colors (red, blue, green, or white) or left in color-changing Disc-O mode. The durable, weather-resistant body features a convenient steel carabiner clip, making it easy to attach this light to the D-ring of collars or harnesses. And the bigger, brighter light can be seen from even greater distance, making the SpotLit XL perfect for nighttime walks, camping trips, and all your after-dark activities. The SpotLit XL recharges in only 1.5 hours, and the bright light lasts for 10 hours.



The [SpotLit XL](#) is available in Disc-O Select for an MSRP of \$19.99.

Additionally, Nite Ize is adding a new color to their existing line of [SpotLit LED Carabiner Lights](#). The new blue SpotLit is available for an MSRP of \$7.19.

The [PetLit LED Collar Light](#) line of compact collar lights designed for smaller pets is seeing the addition of two new models. Jewel Turquoise and Jewel Blue are both available for an MSRP of \$4.49.



For more information about these Nite Ize products, visit [Nitelze.com](#).

About Nite Ize:

Nite Ize designs and manufactures inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. Headquartered in Boulder, Colo., the company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Travel, Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, customers, partners and the environment.

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