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## Nite Ize Introduces HandleBand™ Universal Smartphone Bar Mount

**BOULDER, CO** (September 18th, 2013) — Nite Ize Inc., a leading manufacturer of innovative accessories, introduces the HandleBand™ Universal Smartphone Bar Mount, providing an easy and secure attachment for your smartphone to your bike handle bar, shopping cart handle, or any other bar handle for convenient access anywhere, anytime.

Made with a lightweight, durable silicone and reinforced with an aluminum spline, the HandleBand wraps neatly around almost any handle bar including bicycles, jogging strollers, shopping carts and motorcycles. View maps or shopping lists, use training apps, or use your phone as a bike light, all the while, your smartphone will be safe and accessible.

The HandleBand was invented by Daniel Haarburger, a student looking to help people use technology to be more active. Rick Case, Founder and CEO of Nite Ize, immediately realized the usefulness and potential of the HandleBand and it is now part of the Nite Ize family of innovative products designed to solve everyday problems.

### Product Details

- Available in both Black & Clear Silicone Colors
- Universal design fits nearly every smartphone, with or without a case
- Conveniently accessible to attach and remove smartphone without having to remove the HandleBand from the bar
- Split Strap allows for visibility and accessibility to the screen while still attached to HandleBand
- Easily attaches to most common bar diameters in either horizontal or perpendicular configuration
- Simple, robust design holds your device securely, even during off-road riding
- Aluminum base piece functions as a convenient bottle opener

Product Link: <http://www.niteize.com/product/HandleBand.asp>

MSRP \$19.99

For more information, please visit <http://www.niteize.com>.

### *About Nite Ize, Inc.:*

Founded by creativity and innovation, Nite Ize Designs, manufactures and distributes problem/solution-based products with quality and performance at their core. Nite Ize celebrates its 25<sup>th</sup> anniversary in 2014 offering over 400 innovative products & accessories in five unique categories: Mobile, Hardware, LED, Flashlight, and Tool. They also manufacture INOVA High Performance LED Lighting Tools. Nite Ize is headquartered in Boulder, CO with a team that is passionate about their products, customer satisfaction, their partners and the environment.

For more information, please visit <http://www.niteize.com>.