

## Nite Ize Introduces Individual Steelie<sup>®</sup> Component Kits

BOULDER, CO (January 1<sup>st</sup>, 2014) — Nite Ize Inc., a leading manufacturer of innovative accessories, introduces individual component kits for their popular Steelie<sup>®</sup> Mobile Device Holder line of products. The Steelie Car Mount Kit, Pedestal Kit and HobKnob kit will change the way to use your mobile devices in your vehicle, home and office. Make sure that your Steelie is everywhere you need it to be with these component & replacement kits.

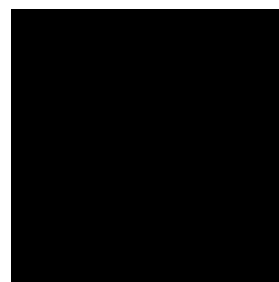
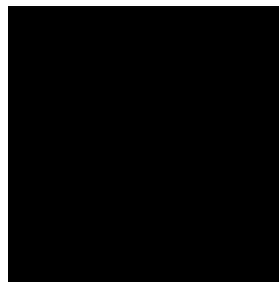
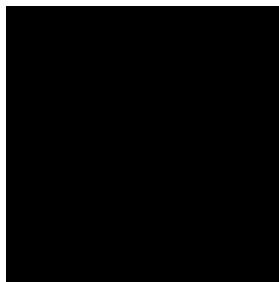
**Steelie Magnetic Phone Socket Kit** - Perfect for families that have multiple mobile phones or devices, but who share a vehicle or workspace. Each location can have its very own Steelie Magnetic Phone Socket to easily attach to either the Steelie Car Mount or the Steelie Pedestal Kit. You can also take advantage of the strong magnet to secure to any metal surface. MSRP: \$14.99

**Steelie Car Mount Kit Replacement Adhesive Kit** – No need to worry about buying a whole new Steelie Car Mount Kit every time you replace your smartphone. Purchase a replacement adhesive kit and you can easily move your Steelie Phone Socket and Dash Ball to a new device or location. MSRP: \$9.99

**Steelie Dash Ball Kit** - Multiple vehicles? Don't forget to purchase an extra Steelie Ball Mount so you can have the incredible functionality of the Steelie Car Mount Kit in every vehicle, boat, or plane you own. MSRP: \$19.99

**Steelie Magnetic Tablet Socket Kit** - A great addition for households or workplaces with multiple devices. Securely attach the Steelie Magnetic Tablet Socket to any device for instant attachment to any Steelie Tabletop Stand, HobKnob Kit or metal surface. \$19.99

**Steelie Tablet Socket Replacement Adhesive Kit** – New device? No need to purchase a new Steelie Pedestal or HobKnob Kit. Simply remove the existing adhesive, replace it with a brand new one, and you are ready to go. MSRP: \$14.99



### ***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>.

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