



For Immediate Release

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Nite Ize Introduces CamJam Micro Bungee

BOULDER, Colo. (August 1st, 2013) — Nite Ize, Inc., a leading manufacturer of innovative products and accessories, announced today the introduction of the CamJam Micro Bungee. Lightweight, easy to use, and designed to lock securely into place with a simple pull of its attached, reflective bungee cord, the adjustable CamJam Micro Bungee makes securing smaller bundles a literal cinch. It's excellent for securing small loads to a backpack or bike rack, hanging a tarp, or bundling small gear.

"Anyone who is looking for an easy and versatile method of securing a smaller load will appreciate the CamJam Micro Bungee," said Rick Case, Nite Ize founder and CEO. "Its innovative design features no moving parts to break or wear out, and it's easy for anyone to use, making it the perfect knot-free solution to securing lighter loads of all types."

Made of sturdy, durable plastic, its carabiner clips feature a stainless steel gate on one end and a rotating ridged cam mechanism on the other. Both ends of the stretchable, reflective 14" bungee cord are capped to keep them securely attached to the CamJams on either end. Loop the bungee cord around the load you're bundling then pull the ends of the cord through the cam to adjust to the desired tension. Or, clip the carabiner clips to two fixed points, and adjust desired tension to secure your item. Let go and it locks into place and stays that way, until you release it by pulling the bungee upward out of the cam, or by rotating the cam open. MSRP: \$4.99

About Nite Ize, Inc.:

Nite Ize was founded by creativity and has continued to commit to innovation throughout 24 years of business. Nite Ize products and brands strive to exemplify problem/solution based products with quality and performance at the core. Nite Ize takes pride in the way they conduct their business and do what they say they will do. Nite Ize team members are passionate about their products, customer satisfaction, their partners and the environment.

Nite Ize operates from its corporate offices in Boulder, Colorado, and offers over 400 innovative products & accessories in five unique categories: Mobile, Hardware, LED, Flashlight, and Tool. Its products are sold in over 60 countries by the world's most recognized retailers. For more information, please visit www.niteize.com.