



For Immediate Release

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Nite Ize Introduces Infini-Key Key Ring

BOULDER, Colo. (August 1st, 2013) — Nite Ize, Inc., a leading manufacturer of innovative products and accessories, announced today the introduction of the Infini-Key Key Ring. Made of lightweight, durable stainless steel, the Infini-Key carabiner key ring design not only keeps your multiple keys handy, it allows you to isolate and remove any one of them without having to struggle with a stubborn split key ring.

“Traditional split ring key chains can be frustrating to use and make it difficult to access and remove individual keys.” said Rick Case, Nite Ize founder and CEO. “The Infini-Key’s innovative yet simple design provides convenient access to any single key while keeping all of your keys securely at hand.”

To use the Infini-Key simply slide the key you need to the narrowed top - the neck of the Infini-Key keeps your other keys from following - and unlock the simple carabiner clip to remove. The carabiner can also be used to attach the Infini-Key to a belt loop, backpack, or second key ring, keeping your keys secure and handy wherever you go. It holds more than a dozen keys easily and securely. MSRP: \$3.99

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.