

For Immediate Release

Contact: Brenda Isaac / 303.962.0515 / bisaac@niteize.com

Nite Ize Introduces KeyRack Locker

BOULDER, Colo. (August 1st, 2013) — Nite Ize, Inc., a leading manufacturer of innovative products and accessories, announced today the introduction of the KeyRack Locker. It features the popular Nite Ize KeyRack Steel body with six S-Biner MicroLocks that are simple to attach, remove, and lock securely. It's the ultimate in functionality and durability while still providing easy access to your keys.

"The Nite Ize Key Accessory product line has been a favorite of our customers for years," said Rick Case, Nite Ize founder and CEO. "The KeyRack Locker effectively combines two of our most durable Key Accessory products, the KeyRack Steel and the S-Biner MicroLock to create the ultimate key chain providing secure storage and convenient access to your keys."

Made of high quality stainless steel, the KeyRack Locker features a sturdy, secure carabiner gate closure that allows you to clip your keys onto and off of belt loops, zipper pulls, purse straps, and second key rings - anything with a loop or D-ring. But the bottom half is where it's at: the solid loop holds six S-Biner MicroLock, stainless steel carabiners that feature a center locking lever made of durable plastic. A simple twist effectively and securely locks the gate, and keeps it that way until you twist it open again. Versatile, convenient, and ultra-secure, the KeyRack Locker is great for removing a single key from a ring to take on a run or ride, give to your mechanic or valet, or leave for a friend. MSRP: \$9.99

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 service and