



**For Immediate Release**

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## **Nite Ize Introduces the Nite Dawg LED Soft Disc**

BOULDER, Colo. (August 1st, 2013) — Nite Ize, Inc., a leading manufacturer of innovative pet products and accessories, announced today the introduction of the Nite Dawg LED Soft Disc. This LED powered flying disc is soft to the touch, easy to catch, and, with its battery-powered LED, it provides over 100 hours of after dark fun for you and your four-legged buddy.

“Finding fun and safe ways to exercise and play with your dog after the sun has gone down can be a challenge.” said Rick Case, Nite Ize founder and CEO. “The Nite Dawg LED Soft Disc provides a brilliant solution to this problem.”

Made of flexible nylon, this pliable, lightweight, LED powered flying disc is just as easy and fun for you to throw as it is for your dog to catch. Its soft, durable nylon construction is mouth-friendly and extra easy on canine gums and teeth, and its lightweight flexibility makes running and jumping with it a breeze. Inside the double-stitched housing is a fully protected battery compartment with a canine-resistant cap, plus an on/off switch that activates the red LED-transmitting polymer that illuminates the entire outer rim. Press once for a steady glow and twice for flashing, and enjoy hours of fun under the stars. MSRP: \$16.59

***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](http://www.niteize.com).*