



For Immediate Release

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Nite Ize Introduces HandleBand™ Universal Smartphone Bar Mount

BOULDER, Colo. (September 18th, 2013) —Nite Ize, Inc., a leading manufacturer of innovative accessories, is excited to announce their collaboration with inventor Daniel Haarburger to bring his invention, the HandleBand, to market. Daniel developed the HandleBand – a universal smartphone bar mount - to help people use their technology to be more active. A few months later, the device became a smash hit raising over \$120,000 and nearly ten times its goal on crowdfunding site, Kickstarter. Rick Case, CEO and Founder of Nite Ize, Inc. immediately saw the usefulness of the HandleBand, and reached out to help Daniel bring the product to market once fulfillment of the Kickstarter campaign was complete. Today, the Handleband becomes the newest addition to the Nite Ize family of innovative products.

“Daniel has done an outstanding job in developing the HandleBand as well as executing a successful Kickstarter campaign,” said Rick Case, Nite Ize founder and CEO. “We’re excited to help take the HandleBand to new heights and markets. It’s great to support such compelling student innovation.”

“I’m excited to announce that as reward fulfillment comes to close, and as I return to school, I’ll be teaming up with Nite Ize to ensure that the HandleBand is not a quick crowdfunding blip, but rather a product that lives on long after the Kickstarter process comes to an end.” said Daniel Haarburger, HandleBand inventor.

The HandleBand is a universal smartphone bar mount that provides secure attachment and instant access to almost any device on almost any handle bar. It allows a smartphone to be easily seen and accessed when needed. Made with lightweight, durable silicone and reinforced with an aluminum spline, it wraps neatly around almost any handle bar (bicycle handles, jogging strollers, motorcycles, etc.). View maps, talk to Siri, use training apps, or flip it around and use your phone as a bike light. All the while, your smartphone will be safe and accessible. Available in clear & black.

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.

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