

## Nite Ize Changes the Way We Charge and Sync With New PowerKey

*At a time when USB ports seem to be everywhere, yet somehow that connecting cord is always missing, or inconveniently tangled at the bottom of a bag, the PowerKey is the solution.*

**Boulder, CO, August 5, 2015** – Nite Ize introduces the greatest advancement in convenience to the world of power cords – the PowerKey Mini Power Cord. Available in official Apple® Lightning™ and Micro USB options and housed in a durable aluminum sleeve, this convenient 3” power cord clips onto a key ring or slides into a pocket with ease. The protective cap is attached to the cord so it will not get lost, and all one has to do is simply pop open the cover, slide out the cord, plug in, and recharge – it’s that easy.



“Who hasn’t experienced the frustration of forgetting a power cord when traveling?” says the company’s CEO and Founder, Rick Case “With the PowerKey’s compact size and slim design, you just clip it on your keychain or backpack, and never worry about being without one again.”

The PowerKey will be available in September of 2015 in a range of colors in both Apple Lightning and Micro USB options.

PowerKey in Micro USB: \$14.99 | PowerKey in Apple Lightning: \$24.99

### About Nite Ize

Founded on the principles of creativity and innovation, with headquarters in Boulder’s picturesque valley below the Flatirons, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. The company celebrated its 25th anniversary in 2014, and offers over 500 innovative products & accessories in six unique categories: Mobile, Hardware, LED, Flashlight, Pet, and Lifestyle. Still captained by its Founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment. For more information, please visit [NiteIze.com](http://NiteIze.com) or Nite Ize on Facebook: [facebook.com/NiteIze](https://www.facebook.com/NiteIze).

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