

Nite Ize Hitch Phone Case Anchor Offers Simple Solution to #1 Cause of Phone Damage

BOULDER, Colo., July. 23, 2018 – Each year, more than 95 million smartphones are damaged from drops according to market research firm IDC. To help address this \$29.8 billion problem for consumers, Nite Ize® designed the Hitch™ Phone Anchor as an affordable solution for drop protection, security, and accessible convenience. The ultra-thin vinyl film fits between the phone and a case, allowing a small ring to be accessible through the case's charging port and providing a quick connection to belt loops, backpack straps or other attachment points using the included coiled tether or [MicroLock®](#). The Hitch Phone Anchor ensures extra security, so the device stays safe while snapping a sketchy selfie on the ski lift, using the restroom, walking through crowded city streets, or going for a hike.



“If you’ve ever watched your phone fall into a pile of fresh snow, you know that you may as well have dropped it on the other side of the planet,” Nite Ize Founder and CEO Rick Case said. “Statistically, dropping your phone is a ‘when’ not an ‘if’, which is why we wanted to create an affordable way for people to keep their phones convenient and safe.”

This unique drop protection system is being introduced with two models that are both compatible with corded and wireless charging. The [Hitch Phone Anchor + MicroLock](#) combines the Phone Anchor with a MicroLock for quick, secure attachment and is available for an MSRP of \$9.99. The [Hitch Phone Anchor + Tether](#) includes the Phone Anchor, a tether that can be extended to 24 inches and two MicroLocks for an MSRP of \$14.99.



About Nite Ize:

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 29th anniversary in 2018 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. 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.

Media Contact: Evan White / CGPR / 781-639-4924 Ext. 112 / evan@cgprpublicrelations.com