

Nite Ize completes Acquisition of Inka

Boulder, Colorado, March 13, 2007 – Nite Ize, Inc., announced today that it has completed the acquisition of the Inka brand of writing instruments.

The acquisition will combine two brands known for delivering innovation. Nite Ize is recognized throughout the world as a leading manufacturer of innovative accessories. Inka has developed a new category of multi-function writing instruments designed for the active lifestyle. The combination will offer consumers an interesting and diverse product line.

Both brands will benefit from their combined resources. Nite Ize has a well-established infrastructure with expertise in manufacturing, operations and sales distribution. With this support, Inka will have the opportunity to rapidly expand its product line and distribution. Nite Ize will immediately offer an exciting new product line to its customers.

“Greg Adelman is a brilliant designer, and I am excited to have the opportunity to work with him,” said Rick Case, founder and president of Nite Ize. “I feel confident that the combination of our infrastructure and resources, along with Greg’s vision will turn Inka into a worldwide brand.”

Following the acquisition, Inka will continue to operate as an independent brand under the Nite Ize family of brands. Inka’s product and brand development will continue under the direction of its creator, Greg Adelman, who will join Nite Ize as Director of Design Engineering.

About Nite Ize

Founded by Rick Case in 1989, Nite Ize has become a world leader in the design and manufacturing of innovative accessories. The original line of Nite Ize Flashlight Accessories has expanded to include LED, Mobile and Hardware Accessories. Nite Ize brands can be found in the most recognized retailers in over 60 countries worldwide. For more information, visit www.niteize.com

About Inka

Inka was created by Greg Adelman whose more than 16 years of experience as an engineer include designing and developing instrumentation for Scripps Institution of Oceanography and manufacturing de-mining equipment for the U.S. Military and NATO. For more information, visit www.writeanywhere.com.