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Flashlight-er™ Serves as Combination One-Stop Device Charger for Cars and Always-Ready Flashlight

New Device is Only Non-Apple Provided Car Charger on the Market that Can Charge iPhones

WEST PALM BEACH, FL – (DATE) – Do you have an emergency flashlight in your car? If you do, do the batteries work? Vaughn Arnold, inventor of the Flashlight-er™, knows a lot of people who would answer “no” to at least one of these questions. The concept behind his new Flashlight-er brand is to provide an always-ready portable flashlight without sacrificing the ability to charge or keep chargeability.

Consequently, the Flashlight-er also solves a familiar dilemma for consumers with more than one hand-held device: his invention comes with a one-amp USB plug or a dual-function USB/adaptor that allows in-car charging for multiple devices – even the Apple iPhone, which only has Apple-endorsed charging devices available on the market to date. The Flashlight-er doesn't require the cable provided by Apple or other aftermarket suppliers to charge Apple hand-held devices.

“The Flashlight-er's patent-pending technology works with PDAs, phones, iPods – pretty much any hand-held device with a USB port and many without one,” said Michael Lifshitz, Director of Marketing for The Flashlight-er LLC. “The USB Flashlight-er comes with the one-amp USB plug, while the USB Dual-Function Flashlight-er offers multifunctional charging capabilities. Both products are stronger than any charger on the market, which causes devices to regain full power more quickly.”

The in-dash end of the Flashlight-er functions as a high-power flashlight fueled by three LED bulbs and a diffuser lens, which cast light over a large area, eliminating the need to focus the device for effectiveness. The flashlight functionality works hands-free; simply pull the in-dash end out of the dashboard, and the light turns on. The light's automatic switch turns the light off when it is placed back into the dash.

“The USB Flashlight-er is extremely low profile,” mentioned Lifshitz. “The device sticks less than an inch out of the dash – much less than a typical car charger. This way, the charger doesn't impede driving functions like gear shifts.”

The USB Dual-Function Flashlight-er has the capability to potentially run larger personal electronics like laptops, radar detectors and GPS units. When the one-amp USB plug is removed, it reveals a standard 12-volt adaptor.

The USB and USB Dual-Function Flashlight-er are available for \$29.95 and is available for purchase via the company Web site. For more information, please visit:

www.theFlashlighter.com.

About The Flashlight-er LLC

Based in West Palm Beach, Florida, the Flashlight-er LLC developed and markets the new Flashlight-er™ brand, which is a dual-function emergency flashlight and device charger for cars. The company models two brands – the USB Flashlight-er™ and the USB Dual-Function Flashlight-er™ – both of which are available by visiting the company Web site.

For more information on the Flashlight-er brand, please visit: www.theFlashlighter.com.

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