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LINE-X® CELEBRATES FIFTEEN YEARS AS INDUSTRY LEADER

Over 500 Franchisees Spray Over 2.5 Million Trucks with LINE-X since 1993

SANTA ANA, Calif., June 2, 2008 – LINE-X® Franchise Development Corporation (LINE-X), widely-known for being the industry leader in truck bed protection, is proud to announce its fifteen year anniversary.

“LINE-X’s success in the last fifteen years has been three-fold,” said LINE-X CEO John Q. Wesley II. “First we have unbelievable franchisees that really believe in the product and apply our coatings with great skill. Because of their great work, our customer base continues to grow and we have a LINE-X fan base that does not waver. Finally, our products withstand the test of time due to our diligent corporate team. Their commitment to our brand can be seen across the board and it makes me very proud to be a part of the LINE-X family.”

LINE-X specializes in spray elastomers, polyurethanes and polyureas that are a fast cure, multipurpose, series of coatings designed for a wide range of retail, commercial and industrial uses. They exhibit excellent adhesion to most properly prepared surfaces and with its fast cure time, LINE-X can be sprayed vertically and even overhead without running or dripping. Available in every color imaginable, LINE-X contains no solvents, which means there are no air pollutants or harmful environmental contaminates.

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Since its inception, LINE-X has been applied to over 2.5 million trucks and the company continues to strive to develop first-class products designed to support the existing LINE-X spray-on bedliners, but also give their over 500 global franchisees an advantage over the competition. Such products include LINE-X ReNew™, the first and only product in the industry to completely resurface an entire bedliner repairing and restoring the bedliner to its original condition; LINE-X XTRA® , the only color composite coating fortified with DuPont™ Kevlar® ; as well as superior equipment to make application time easier, quicker and most importantly, aesthetically sound.

EXPANDING INTO NEW MARKETS

LINE-X launched its LINE-X® Industrial Coatings Division (LICD) in 1999 and has developed a full range of polyurea and polyurethane coatings that have been extensively engineered and independently tested to ensure they provide superior protection for virtually any properly prepared surface, including metal, concrete, fiberglass and wood. LINE-X industrial coatings are perfect for companies who are serious about protecting and prolonging the life of their assets or seek long-term, often permanent solutions against abrasion, bomb blast, chemical spillage, corrosion, environmental elements, impact and workplace slippage. Due to their exceptional durability and quick application turnaround time, LINE-X industrial coatings are becoming increasingly popular throughout a wide range of commercial and industrial industries, including construction, manufacturing, mining, material handling, marine, municipal/outdoor facilities, petrochemical, plating, primary/secondary containment, transportation and more.

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In 2000, LINE-X was first to develop and launch a bomb blast coating, PAXCON PX-2350, which has been recognized by the U.S. military and the defense industry for its high levels of protection, and has been approved for protection of the U.S. Pentagon, as well as other government, military and private buildings around the globe. Late last year, LINE-X added PAXCON PX-2100, a high-performance chemical formulation that protects against spalling and fragmentation during a ballistic attack, to the LINE-X roster. Both products have met and exceeded the testing requirements of several U.S. Military and private agencies, such as PX-2350's 1999 Air Force Research Laboratory test, which concluded that LINE-X was statistically shown to outperform 27 other competitors in a series of tests that were designed to identify the spray-on coating that could mitigate the effects of a bomb blast on a building. Additionally, PAXCON PX-2100 was certified by H.P. White Laboratory, Inc., one of the oldest and most respected ballistic and research centers in the nation. Moreover, PX-2100 was also selected for anti-spalling protection by MRAP (Mine Resistant Ambush Protected) vehicle manufacturers, the Pentagon's top military personnel protection initiative. To learn more about PAXCON products or to see high-speed videos of the products in action, visit www.PAXCON.com.

INDUSTRY RECOGNITION

With a 92% customer satisfaction rating (2006 independent study), LINE-X has and continues to receive several awards recognizing its commitment to excellence, franchise network growth and more. For many years, LINE-X has secured top positions in the "Top New Franchises" and "Fastest Growing Franchises" awards by *Entrepreneur Magazine*. In 2000 and 2001, LINE-X was rated by *INC. Magazine* as one of the top 500 fastest growing private companies. Plus, LINE-X's superior products continue to be noted in several trade publications, such as *Four Wheeler*, *Popular Mechanics*, *Restyling*, *Street Trucks* and *Truckin'*, as well as by national broadcast and print media.

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About LINE-X

LINE-X is the industry leader in truck bed protection, offering specially formulated polymers that permanently bond to the truck's bed for unmatched durability under the most extreme use. This high-quality, spray-on application contours to the shape of the truck bed to seal and protect it from weather, road grime, scratches, dents and most household chemicals, while adding an attractive finish that both protects and enhances the value of the vehicle. LINE-X products are also used in commercial, industrial, construction, agricultural, military, marine and custom applications. LINE-X also offers a Nationwide Limited Lifetime Warranty for spray-on bedliners throughout its network of more than 550 retail locations worldwide. For more information call 800-831-3232 or visit www.LineX.com.

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