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**LINE-X® INDUSTRIAL COATINGS DIVISION REVAMPS WEB SITE  
AND SEEKS APPLICATORS TO FULFILL GROWING DEMAND**

**SANTA ANA, Calif.**, January 9, 2008 – LINE-X® Industrial Coatings Division (LICD), an independent strategic business unit of LINE-X Franchise Development Corporation (LINE-X), is pleased to announce its new Web site dedicated to expanding the LINE-X industrial coatings operations and to providing ongoing support to its current and future applicator network.

The new and improved LICD Web site, [www.LINE-XICD.com](http://www.LINE-XICD.com), provides online visitors improved accessibility, appearance and navigation. Plus, visitors have the opportunity to learn about some of the remarkable applications the LICD network accomplished recently, including protecting the U.S. Pentagon.

“We have seen tremendous growth in our industrial business over the last few years,” said Michael Babiarz, vice president of business development for LICD. “With our new Web site, we hope to continue this trend and provide ongoing case studies and product guidelines to help our applicator network continue to be the best in the protective coatings industry.”

Along with the new LICD Web site launch, LICD is seeking new applicators nationwide to satisfy the increasing demand for protective coatings in the industrial and commercial arenas. Typically, LICD has found that its most successful applicators tend to have industrial and/or commercial experience, and work in a maintenance role where impact, abrasion and corrosion are of high interest. Companies who currently apply industrial coatings have also found the ease of incorporating the LICD solution into their current operations.

LINE-X provides top-notch training to all its new applicators through a franchise training program, which teaches applicators necessary franchise management, marketing and technical skills. Additionally, applicators will receive ongoing field training.

“It is important to LINE-X that our applicators have the opportunity to receive the best support and training in the industry,” continued Babiarz. “LINE-X has always been known for its superior coatings and unmatched support, and the LICD is no different.”

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LICD was launched in 1999 as a division of LINE-X, one of the nation's leading providers of spray-on protective coatings, 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.

LINE-X industrial coatings' primary product contains no volatile organic compounds (VOCs). Moreover, LINE-X provides specific products that are fire retardant, approved for use in potable water applications and meet USFDA guidelines for incidental food contact. Its fast-cure applications mean minimal downtime for production facilities that must maintain consistent output levels.

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
- Military/Defense
- Mining
- Material handling
- Marine
- Municipal/outdoor facilities
- Petrochemical
- Plating
- Primary/secondary containment
- Transportation

**About LINE-X**

LINE-X is an industry leader in truck bed protection, offering specifically formulated polymers that permanently bond to the truck's bed and a wide range of other surfaces for unmatched durability. LINE-X products are also used in commercial, industrial, agricultural, military, marine and custom applications. LINE-X has more than 550 retail locations worldwide.

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**About LINE-X Industrial Coatings Division**

LINE-X Industrial Coatings Division, a strategic business unit of the LINE-X Franchise Development Corporation ([www.linex.com](http://www.linex.com)), specializes in multi-purpose polyurea and polyurethane protective coatings engineered and tested to ensure superior protection to virtually any properly prepared surface. LINE-X industrial coatings contain no volatile organic compounds (VOCs) and provide solutions for businesses that are subject to industry-specific regulatory compliances and severe service environments. LINE-X industrial coatings are used everyday across a diverse range of industries, including chemical, construction, defense, manufacturing, mining, petroleum, transportation and more. For additional information about LINE-X industrial coatings or if you are interested in becoming a LINE-X applicator, please call (800) 831-3232 or visit [www.line-xicd.com](http://www.line-xicd.com).

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