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LINE-X® PROTECTIVE COATINGS TO INTRODUCE NEW APPLICATIONS AND PRODUCTS AT 2008 SEMA INTERNATIONAL

SANTA ANA, Calif., October 30, 2008 – LINE-X® Protective Coatings (LINE-X) is pleased to announce that it will be exhibiting at the 2008 SEMA Show in Las Vegas, Nev., November 4-7, 2008 (booth #34137). During the exposition, LINE-X will be showcasing several new applications, such as speaker boxes and guitars lined with the protective coating. LINE-X will also be presented with the North American Truck Bedliners Product of the Year Award by Frost & Sullivan on Tuesday, November 4 at 2:00 p.m. PST in booth #34137.

"We are really excited to exhibit this year," said CEO John C. Wesley. "LINE-X has come full circle in its ability to protect virtually anything from impact, abrasion, corrosion and more. This year's applications are cutting edge and will be of great interest to SEMA attendees."

To start off, LINE-X will be hosting a Guitar Hero® contest in their booth, where visitors will have the chance to win a Kramer Guitar® from the all-American rock guitar company, which utilizes LINE-X coatings to enhance sound acoustics on several of their guitar models. Plus, the booth will have on display several new LINE-X applications, including three mini-trucks, each sprayed with different LINE-X coatings. The first mini-truck bed is lined with LINE-X's CU-400 to protect against severe impact and abrasion. Another mini-truck bed is sprayed with LINE-X XTRA®, the only color composite coating fortified with DuPont™ Kevlar®. The last mini-truck bed is coated with LINE-X ReNew™, the new bedliner enhancement system developed by LINE-X being awarded the North American Truck Bedliners Product of the Year Award by Frost & Sullivan.

The feature display vehicle in the LINE-X booth will be a 2008 Dodge Ram truck featuring a LINE-X XTRA spray-on truck bedliner, Dick Cepek Torque wheels, Mickey Thompson ATZ tires, a ProArmor Solutions clear bra, a Fabtech 6" performance cross-member lift kit and ExecuTint window tinting.

LINE-X Protective Coatings 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 also offers a Nationwide Limited Lifetime Warranty for spray-on bedliners throughout its network of more than 550 retail locations worldwide.

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Moreover, LINE-X® Industrial Coatings Division executives will be on hand to answer any questions pertaining to commercial, industrial and military applications. LINE-X 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 used everyday across a diverse range of industries, including chemical, construction, defense, manufacturing, mining, petroleum, transportation and more.

New to the LINE-X product roster, is XS-252. Ideal for the mining and military sectors, LINE-X XS-252 is designed for companies looking for protection against abrasion, corrosion and impact, but also needing flame retardant properties. The first spray-on product to meet the Mine, Safety and Health Administration (MSHA) Standard Application Procedures for Acceptance of Flame-Resistance Solid Products Taken Into Mines, XS-252 will allow customers the opportunity to apply the product to any type of mining equipment, regardless of shape or size. Having met the requirements of the MSHA Standard Application Procedures for Sealants Applied to Underground Ventilation Controls (ASAP 5005), XS-252 is a revolutionary product, the only one in its category, to be used as a sealant for shaft seals.

"You will not want to miss our booth this year!" continued Wesley. "Since the last SEMA, we have been working hard listening to our customers' needs and developing superior products that are revolutionizing industries across the U.S."

The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place and attracts more than 120,000 industry leaders from over 100 countries for unlimited profit opportunities in the automotive, truck and SUV, and RV markets. For more information, visit www.semashow.com.

About LINE-X Protective Coatings

LINE-X Protective Coatings (www.linex.com) is an industry leader in high performance protective coatings offering specifically formulated polymers that permanently bond to a wide range of surfaces for unmatched durability. LINE-X products are used in automotive, commercial, light industrial, heavy industrial, agricultural, military, marine and custom applications. Headquartered in Santa Ana, California, with more than 550 locations in 26 countries, LINE-X is focused on creating new protective coatings for a wide range of retail, industrial and other applications needing extreme protection.

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