



## FOR IMMEDIATE RELEASE

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## LINE-X® PROTECTIVE COATINGS SUPPORTS THE MILITARY THROUGH THE NATIONAL "LINE-X BACKS OUR TROOPS" CAMPAIGN

*Thank You For Protecting Us. Now Let Us Protect You.  
Campaign Launches May 15, 2009*

**SANTA ANA, Calif.**, May 12, 2009 – LINE-X® Franchise Development Company, one of the nation's leading providers of spray-on protective coatings, is proud to announce the company is sponsoring the national "LINE-X Backs Our Troops" campaign at participating locations nationwide beginning May 15, 2009.

Participating LINE-X locations will offer discounts of \$25.00 for members of the U.S. armed forces, both active and retired, on its bedliner product line from May 15-July 15, 2009. Additionally, each participating LINE-X location will donate \$10.00 from every sale during the campaign period to the Yellow Ribbon Fund, a cause that supports injured military and their families. In further appreciation of the sacrifices of the military men and women, LINE-X Corporate will match all store donations up to \$10,000.

"LINE-X has a history of supporting the military and is very proud to offer such a worthwhile national campaign to benefit The Yellow Ribbon Fund," said LINE-X CEO John Q. Wesley. "Our company believes it is an honor to support the soldiers that have sacrificed so much for our country."

The Yellow Ribbon Fund was created in early 2005 to assist our injured service members and their families while they recuperate at the Walter Reed Army Medical Center and the National Naval Medical Center. Their mission began when the father of an injured Marine introduced two of their volunteers to staff at Walter Reed and Bethesda Naval who told them what needs were not met by other donors.

In nearly four years contributions made through the Yellow Ribbon Fund have provided the following for injured service members and their families: 900 free rental cars, over 11,000 free taxi rides, over 4,000 free hotel room nights, 38 families have used their five apartments for almost 4,000 nights, hundreds of free tickets to sporting games, concerts and plays, hundreds of lunches, dinners, golf games, duck and goose hunts, fishing trips, and other activities.

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LINE-X specializes in spray elastomers, polyurethanes and polyureas that are a fast cure, multipurpose, series of coatings that exhibit superior protection for virtually any surface, including metal, fiberglass and wood. As such, LINE-X products are utilized in countless commercial, industrial, agricultural, military and custom applications.

Since its inception, LINE-X has been applied to over 2.5 million trucks. The company continues to develop first-class products designed to support the existing LINE-X spray-on truck bedliners while also giving their global franchisees an advantage over the competition. Such products include LINE-X ReNew™, the first and only bedliner enhancement system used to repair any brand of spray-on bedliner and enhance it to the quality of a new LINE-X spray-on truck bedliner; 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.

The LINE-X Backs Our Troops campaign will run from May 15 – July 15, 2009. During this time, select LINE-X stores nationwide will be promoting the campaign to raise money for The Yellow Ribbon Fund by holding “LINE-X Backs Our Troops” barbeques and offering consumers prizes in addition to the military discounts and sales donations.

“At a time when donations to charitable causes are down, we felt compelled to step it up and set an example for the nation that now is a time when charity is needed most,” Wesley said. “Our goal is to raise awareness of the many charitable organizations that so desperately need aid.”

LINE-X Protective Coatings is no stranger to supporting the military. Currently, Veteran’s are offered franchise ownership incentives through the Veteran’s Transition Franchise Initiative “VetFran” program while the PAXCON product line, a strategic business unit of LINE-X adds protection to Humvees, helipads, the U.S. Embassy and even the Pentagon.

#### **Veterans Transition Franchise Initiative “VetFran”**

Earlier this year LINE-X Protective Coatings announced the company is a supporter of the International Franchise Association (IFA) through its Veterans Transition Franchise Initiative, known as “VetFran”.

The IFA developed VetFran 16 years ago to give military veterans easier access to the franchising industry. VetFran encourages franchise ownership by offering financial incentives to honorably discharged veterans. LINE-X Protective Coatings offers an incentive of 25% off the license fee to honorably discharged veterans.

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### **PAXCON by LINE-X**

PAXCON, a strategic business unit of the LINE-X Franchise Development Company, was developed in response to the demand for increased homeland security and anti-terrorism initiatives in the wake of the 9/11 attacks. Known for ultimate durability and protection, PAXCON is continually expanding its roster of force protection coatings, which currently includes PX-2350 for blast mitigation protection and PX-2100 for anti-spalling protection. PAXCON force protection coatings have been recognized by the U.S. military and the defense industry for their high levels of protection, and have been approved to safeguard government, military and private buildings around the globe, including the U.S. Pentagon.

### **About The Yellow Ribbon Fund**

The Yellow Ribbon Fund ([www.yellowribbonfund.org](http://www.yellowribbonfund.org)) assists injured service members and their families while they recuperate at the Walter Reed Army Medical Center and the National Naval Medical Center by offering housing, transportation, job mentoring and internships, as well as tickets to sporting and cultural events.

### **About LINE-X Protective Coatings**

LINE-X Protective Coatings ([www.linex.com](http://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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