



FOR IMMEDIATE RELEASE

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**LINE-X® PROTECTIVE COATINGS CONTINUES PARTNERSHIP WITH
NATIONAL WILD TURKEY FEDERATION AS EXCLUSIVE
SPRAY-ON TRUCK BEDLINER SPONSOR**

HUNTSVILLE, Ala., August 18, 2010 – LINE-X Protective Coatings (LINE-X), one of the nation’s leading providers of spray-on protective coatings, is proud to announce the company has extended an agreement with the National Wild Turkey Federation (NWTF) as the exclusive truck bedliner sponsor through May, 2013. Throughout this agreement, participating LINE-X franchise locations will continue to provide special discounted pricing to all NWTF members on their LINE-X Spray-On Truck Bedliners.

The LINE-X discount will be promoted to all NWTF members via *Turkey Country* magazine and the official NWTF website (www.nwtf.org). In addition, LINE-X products will be displayed at each annual Wild Turkey Federation Convention and at the annual NWTF SHOT Show.

“LINE-X is proud to sponsor the NWTF offering discounts to all members,” said LINE-X CEO Kevin Heronimus. “Our company appreciates the NWTF’s efforts to protect our hunting heritage and to conserve lands across America for hunting. The NWTF’s record of conserving nearly 14 million acres is a service not only to wild turkey hunters, but to outdoor enthusiasts of all types.”

The NWTF is a national nonprofit conservation and hunting organization that focuses on the conservation of the wild turkey and the preservation of America’s hunting heritage. The NWTF reaches across North America, and has seen the wild turkey population increase from 1.3 million in 1973 to more than 7 million today. More than 14 million acres have been conserved for hunting, and the NWTF is now working to introduce more women, youngsters and people with disabilities to the joys of the beautiful outdoors.

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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.

Every LINE-X Spray-On Truck Bedliner application is backed by a Nationwide Lifetime Limited Warranty against cracking, bubbling and flaking. LINE-X was first in the industry to offer such comprehensive customer protection.

About LINE-X Protective Coatings

LINE-X Protective Coatings (www.LineX.com) is the nation's leading developer and provider of high performance protective coatings offering scientifically formulated polymers that permanently bond to a wide range of surfaces for unmatched durability. LINE-X products are utilized in automotive, commercial, light industrial, heavy industrial, agricultural, military, marine and custom applications. Headquartered in Huntsville, Alabama, with more than 400 locations in 26 countries, it is the goal of LINE-X to consistently produce the highest quality and most reliable materials available.

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