



FOR IMMEDIATE RELEASE

Contacts:

Teppy Wigington

PR Manager

LINE-X Protective Coatings

(800) 831-3232 x5045

TWigington@LineXcorp.com

***LIKE IT, WIN IT* SWEEPSTAKES GIVES CONSUMERS A CHANCE TO WIN
LINE-X® BEDLINER EVERY WEEK THROUGH THE END OF THE YEAR**

New promotion begins October 15, 2010 and ends December 31, 2010

HUNTSVILLE, Ala., October 15, 2010 – LINE-X® Protective Coatings, the nation's leading developer and provider of high performance protective coatings, is pleased to launch the *Like It, Win It* Sweepstakes, where one lucky winner will be chosen weekly through the end of the year to win a LINE-X Spray-On Truck Bedliner. The promotion runs October 15, 2010 to December 31, 2010, for a total of eleven bedliners being given away.

Participating in the *Like It, Win It* Sweepstakes is easy, just visit any of the websites below and click on the LINE-X banner advertisement. Visitors will be sent to the LINE-X Protective Coatings FaceBook page where they will be entered into the weekly drawing.

- www.boatingmag.com – *Boating Magazine*
- www.equipmentworld.com – *Equipment World*
- www.aggman.com – *Aggregate Manager*
- www.totallandscapecare.net – *Total Landscape Care*
- www.betterroads.com – *Better Roads*
- www.propickupmag.com – *Pro Pick Up Magazine*
- www.trucktrend.com – *Truck Trend Magazine*
- www.grandviewoutdoors.com – *Cabela's online magazine*

"Giving back to our consumers is the easiest way to show them we appreciate their support and business," said Kevin Heronimus, CEO of LINE-X Protective Coatings. "Through the *Like It, Win It* Sweepstakes we can spread the word about our revolutionary technology and continue to showcase why we are the industry leader in bedliners and protective coatings."

The *Like It, Win It* Sweepstakes is open to legal residents of the United States (except where prohibited by law), 18 years or older. The Sweepstakes is void where prohibited by law, expressly the states of New York and Rhode Island.

--NEXT--



LINE-X bedliners are available throughout the company's network of over 400 professional, franchised centers in the United States. LINE-X continues to lead the marketplace with innovative products that provide unique solutions to our customers. To find the closest LINE-X location to you, please visit www.LineX.com.

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 36 countries, it is the goal of LINE-X to consistently produce the highest quality and most reliable materials available. For more information on LINE-X, please visit www.LineX.com or become a fan on [Facebook](#).

###