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LINE-X® CHOSEN AS *WORLD'S GREATEST!* AND WILL BE PROFIED IN UPCOMING SHOW

-- LINE-X Selected As "Best In Category" For Popular Television Series --

HUNTSVILLE, Ala., November 10, 2010 - LINE-X Protective Coatings has been chosen to be a part of the popular television series *World's Greatest!* The show will feature footage filmed on-site at LINE-X's Santa Ana, California offices and will showcase how their constant product innovations make LINE-X one of the *World's Greatest!* companies.

World's Greatest! is a 30 minute television series dedicated to highlighting the world's greatest companies, products, places and people. Each episode showcases a behind-the-scenes view of selected companies, offering executive interviews, product development insight and unique product uses.

"LINE-X is exactly the type of company that we like to feature on *World's Greatest!* They're an innovative company with multiple products, and while they are probably best known for spray-on truck bedliners, they are much, much more than that. Their anti-spalling and blast mitigation protection products have been recognized by the United States military and the defense industry for their high levels of protection, and have been approved to safeguard government, military, and private buildings and vehicles around the globe, including the United States Pentagon. We think they have a great story to tell, and we can't wait to help them tell it," said Gordon Freeman, Executive Producer of *World's Greatest!*

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.

About How 2 Media

How 2 Media is a 21st Century television production company. Their award winning programming can be seen on cable channels and local channel affiliates across the country. For more information on How 2 Media and their show line-up, please visit How2Media.tv.

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