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Contacts:
Teppy Wigington
PR Manager
LINE-X Corporation
(800) 831-3232 x5045
TWigington@LineXcorp.com



Before and After Treatment with Line-X Re-New™, North America (2008)

LINE-X® TO RECEIVE PRESTIGIOUS FROST & SULLIVAN AWARD FOR LINE-X RENEW™

*Industry Protective Coatings Leader Presented
with 2008 North American Truck Bedliners Product of the Year Award*

SANTA ANA, Calif., November 3, 2008 – LINE-X Protective Coatings is proud to announce that on Tuesday, November 4 at 2:00 pm PST the company will be presented the 2008 North American Truck Bedliners Product of the Year Award for its new product LINE-X ReNew™, by Frost & Sullivan, the growth consulting company. The presentation will take place at the 2008 SEMA Show in Las Vegas, NV in SEMA booth #34137. LINE-X ReNew is a 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. On January 14, 2009 LINE-X will officially receive the award at the Frost & Sullivan 2009 Excellence in Best Practices Award Banquet at the Intercontinental New Orleans, New Orleans, LA.

“We are more than honored to receive this prestigious award,” said LINE-X CEO John C. Wesley. “The LINE-X family works very hard to develop the best spray-on protective coatings on the market and this award confirms our dedication.”

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Frost & Sullivan Best Practices Award recognizes companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research in order to identify best practices in the industry.

Recognized for its technological innovation, LINE-X introduced ReNew in early 2008 as the industry's first truck bedliner protection solution that effectively restores any spray-on bedliner – whether it is a Line-X product or that of a competitor – to the quality of a brand new LINE-X Spray-On Truck Bedliner. The process includes spraying the truck bedliner with a coating formulation that chemically bonds permanently to the existing spray-on bedliner and eliminates unsightly chalking and fading, scratches, gouges, and rough spots that are common after years of bedliner use. In the past, truck owners have tried using various waxes and paint solvents to repair their bedliners, but these do not stand up well to ultraviolet rays and heat.

With the economy in a slump and consumers spending less on discretionary expenses, this low-cost alternative to a new bedliner offers truck owners the appearance and performance of a new bedliner for about the cost of having the vehicle detailed. In a few short months, ReNew™ has gained wide market acceptance, particularly at body shops, where truck beds damaged in collisions are repaired.

“LINE-X always puts its customers first and foremost,” commented LINE-X CEO John C. Wesley. “ReNew is the answer many have been waiting for and we are happy to offer a product that can keep any bedliner looking great, while still maintaining low costs, especially in a slow economy.”

LINE-X has a long withstanding relationship with Frost & Sullivan. In 2006, the company ranked LINE-X as the market share leader in the spray-on bedliner market. New 2007 Frost & Sullivan research shows that LINE-X has increased this margin by over four percent and is expected to continue to dominate the industry in the future.

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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LINE-X® to Receive Prestigious Frost & Sullivan Award for ReNew™

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About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit www.frost.com.

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