



## FOR IMMEDIATE RELEASE

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## LINE-X® PROTECTIVE COATINGS SUPPORTS NATIONAL VETERAN'S PROGRAM

*International Franchise Association's VetFran Program Encourages Veterans to be  
LINE-X Franchise Owners*

**SANTA ANA, Calif.**, March 17, 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 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. Since inception, nearly 800 franchises have been acquired. These hundreds of franchised small businesses are located around the United States and are responsible for generating employment opportunities and economic output that benefit the local communities in which they operate, as well as the nation.

Perfect as an add-on to an existing business or as a standalone operation, LINE-X Protective Coatings is offering an incentive of 25% off the license fee to honorably discharged veterans.

"This is a program that LINE-X is very proud to support," said LINE-X CEO John Q. Wesley. "A LINE-X franchise can be extremely rewarding, but requires the leadership, discipline and drive that can be found in most veterans. In fact, a good number of our current franchisees have had a history with a branch of the U.S. Military."

With more than two million trucks sprayed in the company's 15-year history, LINE-X offers the advantages of an affordable business opportunity, a nationally recognized name, a proven product, state-of-the-art equipment and an easy to follow business system that is geared to success. Franchisees receive a protected territory, comprehensive hands-on training and certification, complete ongoing support and more.

LINE-X's multipurpose spray-on coatings provide 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.

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"LINE-X has strong roots with military outlets around the world," continued Wesley. "Our products can be seen on Humvees, helipads, the U.S. Embassy and even on the Pentagon. Having a military background can definitely help establish new relationships and projects – thus creating additional revenue streams."

The VetFran program is supported by the U.S. Department of Veterans Affairs. In 2002, the IFA and the U.S. Department of Veterans Affairs signed an official memorandum of understanding to jointly-promote the VetFran program. IFA's work has also been recognized by VA's Center for Veterans Enterprise, which honored the association by naming it a "Support Sector Champion."

IFA also works with the U.S. Small Business Administration, Congress, military organizations and other entities to promote VetFran via additional government channels, as well as through news media outlets.

To find out more about becoming a LINE-X Franchisee and the IFA's VetFran Program please contact Julie Radecki at (714) 380-5054.

#### **About The International Franchise Association**

The International Franchise Association, the world's oldest and largest organization representing franchising, is the preeminent voice and acknowledged leader for the industry worldwide. Approaching a half-century of service with a growing membership of more than 1,300 franchise systems, 11,000-plus franchisees and more than 500 firms that supply goods and services to the industry, IFA protects, enhances and promotes franchising by advancing the values of integrity, respect, trust, commitment to excellence, honesty and diversity. For more information, visit the IFA Web site at [www.franchise.org](http://www.franchise.org).

#### **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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