



For Immediate Release

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Company Overview: LINE-X Franchise Development Corporation

From Practical to Tactical: LINE-X Has You Covered!

SANTA ANA, CA. - Best known as a leader in developing and applying the most durable spray-on truck bedliners in the business, LINE-X[®] has earned a reputation for providing the ultimate level of serious protection for millions of pickup truck enthusiasts, professionals and fleet owners.

Today, LINE-X Spray-On Truck Bedliners has a network of more than 550 franchised locations throughout North America and 19 other countries that specializes in the high-quality application of the company's exclusively formulated bedliner coating that's tough enough to carry a Lifetime Nationwide Warranty.

To date, more than two million trucks have benefited from the durable LINE-X application, which has been designed to withstand even the most extreme conditions and heavy-duty use. LINE-X[®] Spray-On Truck Bedliner coatings form a permanent bond to the truck's bed, creating a watertight seal that prevents rust, corrosion and abrasion commonly seen when plastic drop-in bedliners are used.

In addition, professionally applied LINE-X bedliner coatings provide:

- A non-skid, dent- and scratch-resistant surface
- An impervious shield against most common chemicals
- A surface molded to the original shape of the truck bed, meaning no lost cargo space and easy installation of truck bed accessories such as camper tops, bed caps or tool boxes
- Reduced road noise and vibration from the cargo bed area



- Increased resale value of your pickup truck

From Farms to Factories: Unlimited Potential

Although LINE-X is an acknowledged leader in the light truck segment, the company's industrial coatings go far beyond protecting pickup beds from the heavy-duty hazards of everyday use. LINE-X now offers a wide range of multi-purpose coatings especially formulated to provide exceptional protection and durability for any properly prepared surface, including metal, concrete, fiberglass and wood.

"While the unmatched durability of our spray-on bedliners is being proven every day by our growing family of pickup truck customers, we see virtually unlimited potential for our coatings in many other areas," said Nelma FitzGerald, Vice President of Marketing for LINE-X. "It just makes sense for any business these days to invest in serious protection to preserve their expensive equipment or systems."

Because of their exceptionally durability, LINE-X coatings are becoming popular throughout a wide range of retail, commercial, industrial and agricultural applications, such as:

- Automotive aftermarket applications: vehicle floorboards, van interiors, wheel well undercoating, motorcycle fenders, RVs and motor homes, trunks, speaker housings, etc.
- Trailers: boats, horses, livestock, small watercraft, light-construction products, landscaping equipment, etc.
- Outdoor applications: Playground equipment, pond linings, dog runs/kennels, etc.
- Manufacturing/industrial applications: pumps, hoppers, loaders, tanks, walkways, mixers, etc.
- Food processing applications: walk-in freezers/refrigerators, floors, walls, work tables, wet areas and more



- Agricultural applications: feed containers, silos, mobile buildings, fertilizer-handling equipment and more
- Mining/petroleum industry applications: dump trucks, pipelines, steel beams, storage areas, platforms, etc.
- Marine/naval applications: boat hulls, boat decks, marine ramps, cargo holds, hangar decks, walkways, vents, ducts, grating, doors, sea-water and list-control tanks, ladders, medical rooms, etc.
- Military applications: blast mitigation applications, helicopter pads, HUM-V coatings, Small Arms Protective Inserts (SAPI) for military ballistic vests, and more
- Construction applications: Retaining walls, roofs, masonry, foundations, flooring, bridges, tunnels, wet areas, etc.

Defense Applications: Proven by the Pentagon

Because of the increased emphasis on homeland security and anti-terrorism initiatives in the wake of the September 11, 2001 attacks, LINE-X polymer coatings have been recognized by the U.S. military and the defense industry for their high levels of protection.

That's because one of the greatest threats from a terrorist bomb attack comes from fragmentation, or when pieces of walls, windows, fixtures and other equipment within a structure can cause extensive injury and even death in the event of an explosion. Although walls may shatter during a severe blast, extensive testing has shown the elastomer material developed by LINE-X to remain intact and contain the debris, significantly limiting harmful fragmentation.

In 2001, the Air Force Research Laboratory released technical specs for using a LINE-X proprietary product for blast mitigation. A year later, the LINE-X blast mitigation product was statistically shown to outperform 27 other competitors in a battery of simulated tests by federal agencies and the U.S. Department of Defense (DOD).



In 2002, the DOD officially named LINE-X as a vendor/supplier in the bomb blast protective coating category, and a tactical partner in the military's renovation project of the Pentagon after the 9/11 attacks. LINE-X completed the first phase of its bomb blast protective coating application at the Pentagon later that year.

Today, LINE-X is becoming known for being more than the leading experts in serious protection for pickup truck owners. Its polymer coating products have been demonstrated to provide effective protection for a wide range of civil and peacetime applications, including nuclear power plant facilities, subways, vehicle tunnels and airport parking structures, as well as structural protection for government, public and military buildings.

For more information visit www.LINEX.com or call (800) 831-3232.

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