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For Immediate Release

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**LINE-X® Franchise Development Corporation
Names John Wesley CEO**

SANTA ANA, California – March xx, 2007 – LINE-X® Franchise Development Corporation has named John Q. Wesley II as its new Chief Executive Officer, effective immediately.

Wesley, a proven senior executive in the automotive aftermarket, joins LINE-X after a 25-year career with Valvoline Oil Co., a division of Ashland Inc. Wesley was most recently Senior Vice President for Valvoline's distribution sales group. Prior to that, he was President of Valvoline Instant Oil Change. Under his leadership, Valvoline Instant Oil Change significantly expanded its products and services, enabling that franchise operation to become the nation's second largest chain of quick-lube centers while driving increased revenue throughout the entire system.

"I have watched LINE-X grow to become one of the nation's top-ranked franchises in the automotive products and services category," said Wesley. "I look forward to applying my knowledge of product innovation, business development and marketing as we focus on expanding our successes across the entire protective coatings industry."

LINE-X, a leader in developing and applying the most durable spray-on truck bedliners in the business, currently has a network of more than 550 franchised locations throughout the U.S. and Canada, as well as in 23 countries. The company specializes in high-quality bedliner coatings backed by the industry's first Nationwide Lifetime Warranty that's valid at any location.



LINE-X also provides a full range of highly durable protective coatings for the commercial and defense industries, and has been widely recognized for its blast-resistant formulas currently being used on the U.S. Pentagon and other military installations.

"The key is to provide our franchisees and distributors around the world with a full complement of high-quality products and services that benefit all our customers - from discriminating truck owners to major corporations or defense contractors that demand the utmost in security and protection," said Wesley.

Wesley is a graduate of the University of Kentucky in Lexington, KY.

About LINE-X

Based in Santa Ana, California, LINE-X is a leader in the development, application and continual innovation of highly durable spray-on polyurethane/polyurea elastomer coatings for the truck/vehicle market, as well as throughout the commercial, industrial, agricultural, military and marine sectors. For more information, call (800) 831-3232 or visit LINE-X online at www.LineX.com

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