



For Immediate Release

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## **LINE-X® Corporation Launches New Advertising Campaign**

### **“Work. Play. Protect.” Tagline Highlights Company’s Durable Spray-On Truck Bedliners**

SANTA ANA, California – April XX, 2007 – LINE-X® Franchise Development Corporation today announced the introduction of an all-new print and television advertising campaign designed to emphasize the durability and versatility of its industry-leading spray-on truck bedliners.

The print and on-line portion of the new campaign, to debut later this spring under a three-tier strategy for the national, regional and local markets, carries the trademarked tagline of “Work. Play. Protect.” The new LINE-X advertising campaign was developed by R&W Creative Group, of Irvine, CA, and The Dunlop Group, of Rancho Santa Margarita, CA.

The tagline of LINE-X’s newest marketing initiative was directly derived from a comprehensive survey commissioned by the company late last year to measure specific awareness, attitude and usage levels among existing and potential customers, said Nelma FitzGerald, LINE-X’s Vice President of Marketing.

“The overall campaign is specifically designed to appeal to a wide range of work environments and lifestyles, while delivering an overall brand message that highlights our key strengths of ‘durable’ and ‘long lasting’ under every kind of use whether it’s personal or professional,” said FitzGerald.



### **Regionally Focused Versions**

While being consistent in both brand message and overall look, the ads will be produced in a number of versions to emphasize various types of work and recreation to suit regional tastes and trends. Separate ads will highlight activities such as hunting, fishing or water sports, for example.

All variations will be backed by a full range of support collateral at the regional and local levels, and will be available in customize-able formats to accommodate specific dealer names and locations, or even specific customer testimonials.

Nationally, print versions of the LINE-X "Work. Play. Protect." campaign will begin appearing in major publications later this spring, including outdoor lifestyle publications such as *Field & Stream* and *North American Hunter*, and trade publications such as *Automotive News* and the *Trade Union Courier*.

### **TV Campaign Underway**

In addition to LINE-X's comprehensive print campaign, the company will debut an all-new television commercial in the second quarter of 2007 to highlight the durable and long-lasting attributes of LINE-X bedliners through a complex series of images to create a "time lapse" effect.

"We think that using this time-lapse technique is a very effective way to visually convey the key strengths of LINE-X bedliners," said FitzGerald. "Like the print campaign, it has been designed to deliver a consistent theme and message at both the national and regional levels."

### **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



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commercial, industrial, agricultural, military and marine sectors. For more information, call (800) 831-3232 or visit LINE-X online at [www.LineX.com](http://www.LineX.com).

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