



For Immediate Release

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**LINE-X[®] Franchise Development Corporation
Names George S. Lezon Vice President of Franchise Operations**

SANTA ANA, California, April 24, 2007 – LINE-X[®] Franchise Development Corporation has named George S. Lezon as Vice President of Franchise Operations, effective immediately.

Lezon joins LINE-X, one of the nation's leading providers of spray-on protective coatings, after an extensive career in the automotive aftermarket sector. As Vice President of Franchise Operations, Lezon will be responsible for implementing and optimizing best practices across all areas of LINE-X's network of more than 500



franchised locations, including training and development. He will report directly to LINE-X Chief Executive officer John Q. Wesley II.

"We're looking forward to George leveraging his considerable experience in both the franchised business community and major company-owned automotive aftermarket operations to help fuel the continued growth of LINE-X," Wesley said. "He will be a valuable addition to the management team as we pursue an aggressive strategy to expand our presence throughout the entire protective coatings industry."



Prior to joining LINE-X, Lezon directed regional operations in the Southwestern U.S. for MAACO Enterprises, Inc., a franchised vehicle collision repair company. Lezon also spent nearly nine years with Pep Boys, a leading automotive parts and service chain. As Director of Service Operations, Lezon oversaw Pep Boys' system and personnel operations across more than 600 service departments nationwide.

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.

LINE-X is the first in the industry to offer a Nationwide Lifetime Warranty for its spray-on truck bedliners, which is valid at any location. LINE-X has more than 550 franchised retail locations in 26 countries. For more information, call (800) 831-3232, or visit LINE-X online at www.LineX.com.

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