



PRESS RELEASE

FOR IMMEDIATE RELEASE

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LINE-X CORPORATION INTRODUCES LINE-X XTRA FORTIFIED WITH DUPONT™ KEVLAR® FOR BOLD, LASTING COLOR

SANTA ANA, CA – LINE-X Corporation, founded in 1993, has long been a leader in the development, application, and continual innovation of highly durable spray-on polyurethane/polyurea coatings. This year, LINE-X introduced a new product called LINE-X XTRA spray-on composite truck-bed coating that has been fortified with DuPont Kevlar.

LINE-X XTRA offers custom colors including matching to the vehicle manufacturer's color code. The unique features of LINE-X XTRA include enhanced protection against UV damage, superior gloss, and an expansive color selection.

Like all LINE-X product, LINE-X XTRA permanently bonds to the truck bed to protect against extreme heat, cold, moisture, abrasion, rust, and most chemicals including chlorine, fuel, paints, solvents, fertilizers and more. Its high tensile strength is resistant to scratches, dents, and load shift, and naturally absorbs sound and vibration. It also carries a Nationwide Lifetime Limited Warranty that is valid nationwide.

"With our new LINE-X XTRA, we now offer what others can't in terms of superior product performance, enhanced UV protection, enhanced protection, superior gloss, and almost unlimited color selection", said Nelma FitzGerald, VP Marketing, LINE-X Corporation. "Let your imagination run wild, or simply perfectly match your truck-bed coating to your truck – either way, we can do it with LINE-X XTRA and you get the added bonuses of increased vehicle value and a Nationwide Lifetime Limited Warranty."

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About LINE-X

LINE-X is the industry leader in truck bed protection, offering specially formulated polymers that permanently bond to the truck's bed for unmatched durability under the most extreme use. This high-quality, spray-on application contours to the shape of the truck bed to seal and protect it from weather, road grime, scratches, dents and most household chemicals, while adding an attractive finish that both protects and enhances the value of the vehicle. LINE-X products are also used in commercial, industrial, construction, agricultural, military, marine, and custom applications. LINE-X also offers a Nationwide Limited Lifetime Warranty for spray-on bedliners throughout its network of more than 550 retail locations worldwide. For more information call 800-831-3232, e-mail Nelma Fitzgerald at nfitzgerald@linexcorp.com or visit <http://www.linex.com>