



FOR IMMEDIATE RELEASE

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**LINE-X® PARTNERS WITH DIAMONDBACK® TRUCK COVERS TO
INTRODUCE DIAMONDBACK-X™**

SANTA ANA, Calif., August 20, 2008 – LINE-X® Franchise Development Corporation (LINE-X), the industry leader in truck bed protection, today announced the company is partnering with DiamondBack Truck Covers to introduce the new DiamondBack-X Truck Cover Reinforced with LINE-X. The new DiamondBack-X cover is an enhanced version of the original patented DiamondBack HD (Heavy Duty) and the DiamondBack SE (Standard Edition) covers. Coated with LINE-X XTRA®, the only color composite coating fortified with DuPont™ Kevlar®, the DiamondBack-X cover offers the highest level of strength, durability and style.

DiamondBack Truck Covers manufactures the DiamondBack HD and the DiamondBack SE covers. DiamondBack delivers the most versatile truck cover solutions available today for Ford, Chevy/GMC, Dodge, Toyota, Nissan, and Mazda offering a hauling platform capable of supporting between 400 and 1600 pounds.

LINE-X XTRA permanently bonds to the DiamondBack truck cover 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. The unique features of LINE-X XTRA include enhanced protection against UV damage, superior gloss and an expansive color selection.

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LINE-X® and DiamondBack Introduce DiamondBack-X

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"We are very proud to be working with a company as reputable as DiamondBack Truck Covers," said John Q. Wesley, CEO of LINE-X Franchise Development Corporation.

"The DiamondBack-X offers consumers the ultimate in truck covers combined with the exceptional protection and color match options of LINE-X XTRA."

The new DiamondBack-X cover is available in the standard black coating at any DiamondBack dealer or request a custom color to match your truck through participating LINE-X locations throughout the company's network of more than 500 professional application centers in the United States and Canada. For more information, visit www.diamondbackcovers.com/linex.

About LINE-X

LINE-X is an industry leader in high performance protective coatings, offering specifically formulated polymers that permanently bond to a wide range of surfaces for unmatched durability. LINE-X products are used in automotive, commercial, light industrial, heavy industrial, agricultural, military, marine and custom applications. LINE-X has more than 550 retail locations worldwide.

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