



FOR IMMEDIATE RELEASE

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LINE-X® INDUSTRIAL COATINGS TO EXHIBIT AT CONEXPO-CON/AGG

SANTA ANA, Calif., March 5, 2008 – LINE-X Industrial Coatings Division (LICD), a strategic business unit of LINE-X Franchise Development Corporation (LINE-X), is pleased to announce that it will be exhibiting at the CONEXPO-CON/AGG Exposition in Las Vegas, Nev., March 11-15, 2008.

LICD will be a premier exhibitor (Booth #GP-50252) and will be accepting applications to further expand its applicator network worldwide. Attendees will be able to meet the LICD team members and learn more about how to become part of the LICD applicator network, as well as hear how the company's scientifically-engineered formulations are protecting some of the most valuable assets in the world, such as the U.S. Pentagon.

Moreover, LICD has recently expanded its product portfolio by launching new lines of polyurea and polyurethane coatings that are engineered for companies who are serious about protecting and prolonging the life of their assets and/or seek long-term, often permanent solutions against abrasion, corrosion, and impact. Due to their exceptional durability and quick application turnaround time, LINE-X industrial coatings are becoming increasingly popular throughout the concrete and aggregate industries. Applications include, but are not limited to chutes, equipment, hoppers, slip-trip-fall issues with workers and more.

"LICD has seen tremendous growth in the last year and continues to be the leader in the protective coatings industry," said Michael Babiarz, vice president of business development for LICD. "We are looking to continue our success by welcoming a few good businesspeople into our premier applicator network and showcasing our new products and services at the 2008 CONEXPO-CON/AGG Exposition."

CONEXPO-CON/AGG is the international gathering place for the construction industries attracting an estimated 125,000 industry professionals from around the globe, including contractors, materials producers, and government and institutional sector officials. Held every three years, the exposition showcases the latest equipment, products, services and technologies. For more information, visit www.conexpoconagg.com.

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About LINE-X

LINE-X is an industry leader in truck bed protection, offering specifically formulated polymers that permanently bond to the truck's bed and a wide range of other surfaces for unmatched durability. LINE-X products are also used in commercial, industrial, agricultural, military, marine and custom applications. LINE-X has more than 550 retail locations worldwide.

About LINE-X Industrial Coatings Division

LINE-X Industrial Coatings Division, a strategic business unit of the LINE-X Franchise Development Corporation (www.linex.com), specializes in multi-purpose polyurea and polyurethane protective coatings engineered and tested to ensure superior protection to virtually any properly prepared surface. LINE-X industrial coatings contain no volatile organic compounds (VOCs) and provide solutions for businesses that are subject to industry-specific regulatory compliances and severe service environments. LINE-X industrial coatings are used everyday across a diverse range of industries, including chemical, construction, defense, manufacturing, mining, petroleum, transportation and more. For additional information about LINE-X industrial coatings or if you are interested in becoming a LINE-X applicator, please call (800) 831-3232 or visit www.LINE-XICD.com.

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