



FOR IMMEDIATE RELEASE

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LINE-X® INDUSTRIAL COATINGS TO EXHIBIT AT WORLD OF CONCRETE

SANTA ANA, Calif., January 16, 2008 – LINE-X Industrial Coatings Division (LICD), an independent strategic business unit of LINE-X Franchise Development Corporation (LINE-X), is pleased to announce that it will be exhibiting at the World of Concrete Show in Las Vegas, Nev., January 22-25, 2008.

LICD will be a premier exhibitor (Booth #S20610) 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.

"World of Concrete is a perfect fit for our target audience," said Michael Babiarz, vice president of business development for LICD. "We are looking for solid business-minded people to join our exclusive team and help us continue to be the leader in the protective coatings industry."

Due to their exceptional durability and quick application turnaround time, LINE-X industrial coatings are becoming increasingly popular throughout the construction and masonry industries. LINE-X industrial coatings are perfect for companies who are serious about protecting and prolonging the life of their assets or seek long-term, often permanent solutions against abrasion, bomb blast, chemical spillage, corrosion, environmental elements, impact and workplace slippage. Recent applications include, but are not limited to containment, flooring, roofing, tank linings, walkways and more.

World of Concrete is the commercial construction industry's most important annual international event. In 2007, the show drew over 90,000 global industry leaders from all segments of the industry, including material handling, repair and demolition, as well as concrete producers and masonry professionals. For more information, visit www.worldofconcrete.com.

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.

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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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