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LINE-X® Spray-On Truck Bedliners Joins Lally and TRG for Season-Opener in Daytona

Mooreville, N.C. (February 6, 2008) – TRG Motorsports is proud to announce that LINE-X® Spray-On Truck Bedliners will be the primary sponsor of TRG's entry in the Chevy Silverado 250 at Daytona International Speedway on Friday, February 15th. LINE-X is an industry leader in truck bed protection, so it's no surprise that they have returned to the NASCAR Craftsman Truck Series as the primary sponsor of the No. 7 driven by three-time Rolex Grand Am Champion, Andy Lally.

"We are excited about our opportunity to work with TRG Motorsports and are looking forward to our return at Daytona," said John Wesley, Chief Executive Officer of LINE-X® Franchise Development Corporation. "Kevin Buckler and his group have put together a first rate organization and Andy is one of the best drivers in the world. We are looking forward to supporting Andy and the TRG team at Daytona."

Kevin Buckler, Owner of TRG Motorsports is equally excited. "All of us at TRG Motorsports are honored to have LINE-X on as our primary sponsor for this historic event. LINE-X has been a successful sponsor in the Craftsman Truck series in the past. We will do our best to give them a fantastic race and to make them proud to have supported us."

LINE-X has been long respected as an industry leader when it comes to delivering unmatched durability for millions of truck owners. Their signature line of Spray-On Truck Bedliners molds to the exact shape of the truck bed, prevents rust and corrosion, creates a non-skid, attractive, textured surface, and is resistant to most common chemicals including bleaches, solvents, fuels, fertilizers and many more. That's why consumers are finding a variety of uses for the LINE-X coating. It can also be used on agricultural equipment like tractors, utility vehicles and ATVs, RVs and motor homes, trailers, marine applications, sound system applications, construction, and outdoor structures like playgrounds, park structures, ponds, dog runs, and kennels.

"We're really thrilled that LINE-X has come onboard as our sponsor at Daytona," said Lally. "LINE-X has the best Spray-On Truck Bedliners out there and really can be used in a variety of applications. The LINE-X race truck looks great and we will put on a good show for them."

Based in Santa Ana, California, 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 locations can be found worldwide with 550 franchise locations in 27 countries. While LINE-X remains internationally recognized for its flagship product, it is continually expanding into new markets and continues to be the global leader in high-performance protective coating.

Lally will bring his high-performance No. 7 LINE-X Chevrolet Silverado to Daytona's 2.5-mile tri-oval for the Chevy Silverado 250 on Friday, February 15th at 8 p.m. ET. Live television coverage will be provided by the SPEED Channel with radio coverage coming to you live from MRN Radio.

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Line-X Teams Up With Lally and TRG for Daytona 250

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.

About TRG

TRG was founded in 1993 and has been competing at the top level of sports car racing ever since. TRG Motorsports (the NASCAR division) was founded in the Spring of 2007. The team has the most wins of any team in the Grand-Am Rolex Series with 23, including the 2005 and 2006 Rolex Series GT Championship trophy to go along with wins in the Rolex 24 at Daytona and the 24 Hours of Le Mans. TRG is also a manufacturer and distributor of high-performance racing parts. The group specializes in engine and chassis building as well as full service professional race car preparation. The company also provides electrical and mechanical engineering services, driver development and arrive-and-drive opportunities. TRG is based in Petaluma, California and has now expanded to include a state-of-the-art race shop in "Race City, U.S.A." – Mooresville, North Carolina.

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