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**LINE-X® TO INTRODUCE LINE-X® INDUSTRIAL COATINGS DIVISION
AT 2008 PACE SHOW**

SANTA ANA, Calif., January 24, 2008 – LINE-X, best known for its industry-leading truck bed protection, is proud to feature LINE-X Industrial Coatings Division (LICD), during the exhibition at the Paint and Coatings Expo (PACE) in Los Angeles, Calif., January 27-30, 2008.

LICD, a strategic business unit of LINE-X Franchise Development Corporation (LINE-X), will be expanding 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 or seek long-term, often permanent solutions against abrasion, chemical spillage, corrosion, environmental elements, impact and workplace slippage. LINE-X protective coatings have exceptional durability and quick application turnaround time, and can be seen protecting containment facilities, flooring, roofing, tank linings, walkways and more.

“We are thrilled to be launching the new product lines of LINE-X Industrial Coatings Division at PACE 2008,” said Michael Babiarz, vice president of business development for LICD. “PACE is the leading coatings industry conference and trade show, and it is the perfect platform to introduce our company’s capabilities to all our peers.”

LICD will be a premier exhibitor at PACE (Booth #114/116), where 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 some of the company’s most recent and exciting applications.

Also, featured at PACE will be LINE-X’s anti-terrorism coatings division, PAXCON, which includes protective coatings PX-2100 for anti-spalling and PX-2350 for force mitigation protection. PAXCON coatings have been recognized by the U.S. military and the defense industry for their high levels of protection, and have been approved for protection of the U.S. Pentagon, as well as military vehicles and equipment around the globe. To view PAXCON protective coating products in action, visit www.PAXCON.com for high-speed videos demonstrating the products’ protective qualities.

PACE is the only show that brings together all segments of the paint, coatings and decorating industry under one roof. It is the one source for all the products, resources and critical information needed to grow your business, strengthen your position in the industry and learn about the latest products and services that can help you. For more information, visit www.pace2008.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.

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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