



**FOR IMMEDIATE RELEASE**

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**LINE-X® REVOLUTIONIZES SPRAY-ON TRUCK BEDLINER MARKET  
WITH LINE-X RENEW™**

***Innovative New Product Restores Old BedLiners into Mint Condition***

**SANTA ANA, Calif.**, May 13, 2008 – LINE-X® Franchise Development Corporation (LINE-X), the industry leader in truck bed protection, is proud to introduce LINE-X ReNew™, a bedliner enhancement system used to repair any brand of spray-on bedliner and enhance it to the quality of a new LINE-X Spray-On Truck Bedliner. Over time spray-on truck bedliners will lose texture due to use. ReNew repairs gouges, brings back texture and protects against UV damage. This is great news to the estimated six to ten million truck owners who have bedliners across the nation.

In the past, to achieve the aesthetic results of a new truck bed, customers have had to use temporary products, such as paraffin wax, silicone base wax and solvent base paint, which all quickly break down under UV ray and heat. Now, with ReNew, customers can get the new bedliner results without the hassle required of stripping and reapplication, saving time and money. Patent-pending ReNew is a proprietary surface treatment enhancement process that rejuvenates old bedliners with a chemistry that permanently bonds to any polyurethane and polyurea coating.

What is more, LINE-X partnered with DuPont™ to formulate ReNew with KEVLAR®, an innovative technology from DuPont that combines high strength with light weight to help dramatically improve the performance and protective qualities of LINE-X ReNew. ReNew was exclusively tested and certified by DuPont Marshall Lab.

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"LINE-X is continually looking to expand our current product lines and provide our customers with the best products in the industry," commented John Q. Wesley, CEO of LINE-X Franchise Development Corporation. "ReNew is the answer our customers are looking for to enhance their current bedliner and achieve the superior gloss and extended color retention, as well as the long-lasting protection customers have come to expect from a LINE-X bedliner."

ReNew provides all the benefits of LINE-X's renowned surface texture, including protection from fading, moisture, corrosion, rust, scratches, gouges and most chemicals. With ReNew, you get the serious protection and killer looks of a LINE-X spray-on bedliner for about the cost of having your truck detailed.

#### **About LINE-X**

LINE-X is the industry leader in truck bed protection, offering specially formulated polymers that permanently bond to the truck's bed for unmatched durability under the most extreme use. This high-quality, spray-on application contours to the shape of the truck bed to seal and protect it from weather, road grime, scratches, dents and most household chemicals, while adding an attractive finish that both protects and enhances the value of the vehicle. LINE-X products are also used in commercial, industrial, construction, agricultural, military, marine and custom applications. LINE-X also offers a Nationwide Limited Lifetime Warranty for spray-on bedliners throughout its network of more than 550 retail locations worldwide. For more information call 800-831-3232 or visit [www.LineX.com](http://www.LineX.com).

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Before LINE-X ReNew



After LINE-X ReNew