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**LINE-X® PROTECTIVE COATINGS JOINS
AAA'S SHOW YOUR CARD & SAVE PROGRAM**

AAA Members Save when Purchasing a LINE-X Spray-On Truck Bedliner

SANTA ANA, Calif., October 28, 2009 – LINE-X Protective Coatings, the nation's leading developer and provider of high performance protective coatings, is one of the latest businesses to join the exclusive Show Your Card & Save® discount program offered by AAA. LINE-X is offering to protect AAA member's truck beds from rust and corrosion while providing a skid-resistant, attractive, textured surface resilient to most common chemicals including bleaches, solvents, fuels, fertilizers and many more. AAA members save 10 percent on any LINE-X Spray-On Truck Bedliner product at more than 400 locations nationwide, including LINE-X XTRA® and LINE-X ReNew™.

LINE-X has long been respected as the industry leader in delivering unmatched durability for millions of truck owners. LINE-X offers specifically formulated polymers that permanently bond to the truck's bed for unmatched durability. With a higher tensile strength than the "softer" spray-ons from our competition, LINE-X provides unmatched protection against gouges, rips and tears. LINE-X Spray-On Truck Bedliner products include:

- LINE-X XTRA - The only color composite coating fortified with DuPont™ Kevlar®, specifically engineered for maximum fade resistance and superior gloss retention.
- LINE-X ReNew - The only bedliner enhancement system available that repairs and enhances your current spray-on bedliner to the quality of a LINE-X Spray-On Bedliner. LINE-X ReNew was awarded 2008 North American Truck Bedliners Product of the Year Award by Frost & Sullivan.

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"LINE-X has been in business for over 15 years protecting over 2.5 million trucks," said John Q. Wesley, CEO of LINE-X Protective Coatings. "Our company is honored to join AAA's Show Your Card & Save program helping AAA members save money while protecting their trucks, a valuable asset to any truck owner."

"At a time when saving money is a necessity for many Americans, AAA Partnership Programs is committed to expanding member offers," said Terry Lindstam, AAA program manager. "Our partnership with LINE-X Protective Coatings will help members protect one of their most valuable assets and reinforces AAA commitment to assist AAA members with all their automotive needs."

AAA's Show Your Card & Save program is the largest member discount program in the world offering more than 164,000 locations for savings worldwide including 110,000 retail locations in North America. LINE-X will be offering AAA members a 10 percent discount at more than 400 locations nationwide.

About LINE-X Protective Coatings

LINE-X Protective Coatings (www.LineX.com) is the nation's leading developer and provider of high performance protective coatings offering scientifically formulated polymers that permanently bond to a wide range of surfaces for unmatched durability. LINE-X products are utilized in automotive, commercial, light industrial, heavy industrial, agricultural, military, marine and custom applications. Headquartered in Santa Ana, California, with more than 400 locations in 26 countries, it is the goal of LINE-X to consistently produce the highest quality and most reliable materials available.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 51 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the Internet at AAA.com.

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