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DUSTIN LE PROMOTED TO VICE PRESIDENT OF PRODUCT TECHNOLOGY AND DEVELOPMENT AT LINE-X® FRANCHISE DEVELOPMENT COMPANY

Protective Coatings Leader Strengthens Product Technology and Development Department

SANTA ANA, Calif., May 6, 2009 – Dustin Le, who previously served as Director of Product Technology and Development at LINE-X Franchise Development Company, has been named Vice President of Product Technology and Development, the first to hold this position at the industry leading protective coatings company.

"I am honored to be leading the product technology and development department for a company whose products continuously outrank competitors in the protective coatings industry," said Le. "My focus is to keep LINE-X at the cutting edge of product innovation adapting the attributes of our protective coatings to penetrate a growing array of markets while keeping focus on the spray-on truck bedliners the company is so well known for."

In his new role, Le will be responsible for overseeing all product development operations including further strengthening LINE-X in-house research and development capability, developing new products for various applications ranging from the spray-on truck bedliners to heavy-duty industrial uses and supporting the LINE-X Franchisee network with environmental, health, and safety related issues. He will report directly to LINE-X Chief Executive Officer John Q. Wesley II.

"Dustin has proven he has the strategic vision, industry experience and leadership skills needed to meet our company's aggressive objectives of expanding our product line," said LINE-X CEO John Q. Wesley. "His commitment to excellence ensures the quality level of each of our products remain the very highest in the industry."

A recent Frost & Sullivan report shows that LINE-X's strict quality control has enabled the company to be a leading supplier to many industries that utilize spray-on applications. Their centralized franchise system gives them control over safety standards, Occupational Safety & Health Administration (OSHA) requirements, and other industry standards adopted by its network of close to 500 Franchisees nationwide.

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On January 14, 2009, Frost & Sullivan awarded LINE-X the 2008 North American Truck Bedliners Product of the Year Award for its new patent-pending product, LINE-X ReNew™. Le's product development team was instrumental in the winning of this award. The team has also secured three separate Mine, Safety and Health Administration (MSHA) Acceptances for underground mining applications for the LINE-X brand.

A twelve-year veteran in the engineered polymers industry, Le joined LFDC in September, 2006 from Lasco Bathware where he managed the manufacturing process engineering department for five years. Prior to Lasco, Le served as product development and technical sales representative for BASF Corporation Urethane Specialty Division.

Le is a member of CPI (Center of Polyurethane Industry) and is currently on the advisory board for Cal State Long Beach Engineering Department. Le earned a BS in Chemical Engineering from Cal State University Long Beach and holds an MBA from Pepperdine University.

About LINE-X Protective Coatings

LINE-X Protective Coatings (www.linex.com) is an industry leader in high performance protective coatings offering specifically formulated polymers that permanently bond to a wide range of surfaces for unmatched durability. LINE-X products are used in automotive, commercial, light industrial, heavy industrial, agricultural, military, marine and custom applications. Headquartered in Santa Ana, California, with close to 500 locations in 26 countries, LINE-X is focused on creating new protective coatings for a wide range of retail, industrial and other applications needing extreme protection.

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