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**LINE-X® PROTECTIVE COATINGS APPOINTS  
KEVIN HERONIMUS CHIEF EXECUTIVE OFFICER**

*LINE-X Franchising, LLC Merges with Advanced Protective Coatings*

**SANTA ANA, Calif.**, December 8, 2009 – LINE-X Protective Coatings, the nation's leading developer and provider of high performance protective coatings, today announced the merger of Advanced Protective Coatings (APC) with LINE-X Franchising, LLC.

APC, a Master Franchisee for LINE-X in the Southeast and Mid-Atlantic U.S. has been an integral part of the LINE-X enterprise for over fifteen years. Annual sales for the company have historically accounted for more than a third of domestic distribution in the U.S.

Kevin Heronimus, founder and owner of APC has been appointed to the position of CEO for LINE-X Protective Coatings. Heronimus said, "I am very pleased to announce the merger of APC with LINE-X Franchising, LLC. The combined resources and depth of experience from both organizations promises unprecedented opportunity for the entire LINE-X community."

Heronimus went on to say, "Changing times and economic conditions demand that businesses evolve and adapt. The business of LINE-X is no exception. By combining our resources and personnel, we have strengthened the overall organization. We have forged a more streamlined, efficient business unit. Our objective is simple: build the LINE-X business from the ground-up, and set the stage for growth. The success of the individual franchise is our utmost priority."

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When asked how this merger might impact global operations, Heronimus said, "I firmly believe that our collective strengths provide a tremendous advantage in the marketplace. There are a variety of new products in the pipeline that will expand our base of business and open the door to new opportunities. I look forward to working with our new team in forging the future of the LINE-X brand."

**About LINE-X Protective Coatings**

LINE-X Protective Coatings ([www.LineX.com](http://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.

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