



## FOR IMMEDIATE RELEASE

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## WIN A 2010 DODGE RAM TRUCK FROM LINE-X® PROTECTIVE COATINGS AND PROPICKUP MAGAZINE IN THE BIG BOSS SWEEPSTAKES

*LINE-X Signs as Exclusive Protective Coatings Sponsor of  
ProPickup Magazine Big Boss Sweepstakes*

**HUNTSVILLE, Ala.**, August 12, 2010 – LINE-X® Protective Coatings, the nation's leading developer and provider of high performance protective coatings, and ProPickup Magazine, a magazine supplement and website focusing on trucks for the construction worker, are proud to announce the launch of Big Boss Sweepstakes at participating LINE-X locations nationwide and [www.propickupmag.com](http://www.propickupmag.com) through March 31, 2011.

As the editors of ProPickup Magazine and [www.propickupmag.com](http://www.propickupmag.com) are customizing project Big Boss, a base 2010 Dodge Ram 2500 4x4 Crew Cab diesel pickup protected by LINE-X Protective Coatings, into the ultimate construction contractors' truck, LINE-X offers construction company owners chances to win Big Boss at over 400 participating LINE-X locations nationwide.

A LINE-X Spray-On Truck Bedliner is a must for any construction truck. Every professionally applied LINE-X bedliner contains tough polymers engineered to withstand years of heavy-duty use in the searing heat or arctic cold, adding to the truck's daily value as well as its resale value at trade-in time.

"This sweepstakes allows companies to learn from the automotive experts at ProPickup how to upgrade their valuable work trucks so the truck is more functional as well as cost effective," said LINE-X CEO Kevin Heronimus. "Enter to win at any of our participating locations. Since LINE-X has an extensive network of locations nationwide, this promotion allows numerous opportunities to win."

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LINE-X has long been respected as an industry leader in delivering unmatched durability for millions of truck owners. With a higher tensile strength than the "softer" spray-on products, LINE-X provides unrivaled protection against rust and corrosion, creates a skid-resistant, attractive, textured surface, and is resilient to most common chemicals including bleaches, solvents, fuels, fertilizers and many more. While LINE-X remains internationally recognized for its flagship product, the company is continually expanding into new markets and continues to be the global leader in high-performance protective coatings.

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.

A recent Frost & Sullivan report shows that LINE-X's strict quality control has positioned the company as a leading supplier to many industries that utilize spray-on applications. The centralized franchise system gives LINE-X control over safety standards, Occupational Safety & Health Administration (OSHA) requirements, training and other industry standards.

#### **About ProPickup Magazine**

ProPickup is a magazine supplement and website for the readers of Randall-Reilly Publishing Company's construction magazines: Equipment World, Total Landscape Care, Aggregates Manager and Better Roads. ProPickup Magazine focuses on light- and medium-duty trucks, gas and diesel, for the construction contractor. The editorial includes aftermarket products, new truck tests and reviews, maintenance, installations, tire tests, truck-related news, shop skills and technology issues.

#### **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 Huntsville, Alabama, 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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