



**FOR IMMEDIATE RELEASE**

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**LINE-X® OUTRANKS COMPETITORS MAINTAINING MARKET LEADERSHIP  
IN SPRAY-ON TRUCK BEDLINERS**

***Industry Protective Coatings Leader Ranks #1 in Category  
for Four Consecutive Years According to Recent Frost & Sullivan Report***

**SANTA ANA, Calif.**, March 3, 2009 – LINE-X® Franchise Development Company, one of the nation's leading providers of spray-on protective coatings, is proud to announce the company has outranked all competitors maintaining the #1 position as market leader in Spray-On Truck Bedliners for the fourth consecutive year, according to the latest Frost & Sullivan study (2008).

Frost & Sullivan, a growth consulting company, recognizes companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify market leadership in the industry.

Based on 2005 data, Frost & Sullivan first ranked LINE-X as the market share leader in the spray-on truck bedliner market in 2006 with a 32.5% market share. New 2008 Frost & Sullivan research shows that LINE-X has increased this margin by over four percent and is expected to continue to dominate the industry in the future.

"The LINE-X family has worked very hard to keep our standards the very highest in the industry with our quality of products and level of customer service," said LINE-X CEO John C. Wesley. "We are all extremely honored to be recognized for our efforts by Frost & Sullivan as the market leader in our category."

According to Frost & Sullivan, LINE-X has consistently demonstrated its ability to be at the cutting edge of product innovation, customer service, quality control, and market penetration in the North American bedliners market.

The 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 franchisee system gives them complete control over safety standards, Occupational Safety & Health Administration (OSHA) requirements, and other industry standards adopted by dealers. LINE-X also offers excellent training and marketing support to their franchisees.

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Consumers across the United States and Canada have consistently given LINE-X a high ranking for parameters such as product quality, service, and for meeting specific end-user needs. They are also satisfied with the company's time to respond and ability to solve problems the first time.

The company is well known for adapting its products to optimally suit consumer requirements. In addition to pickup truck beds, they have utilized the attributes of their coating products to penetrate other markets including military, industrial, and commercial applications. LINE-X's unique solutions for a wide range of applications provide options that are flexible in terms of durability, appearance, and protection.

On January 14, 2009, Frost & Sullivan also awarded LINE-X the 2008 North American Truck Bedliners Product of the Year Award for its new product LINE-X ReNew™. The company was presented this award at the Frost & Sullivan 2009 Excellence in Best Practices Award Banquet at the Intercontinental New Orleans, New Orleans, LA.

#### **About Frost & Sullivan**

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit [www.frost.com](http://www.frost.com).

#### **About LINE-X Protective Coatings**

LINE-X Protective Coatings ([www.linex.com](http://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 more than 550 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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