



FOR IMMEDIATE RELEASE

Contact:

Cristin Liveoak
PR Manager
(256) 713-4265
cliveoak@linex.com

Christine Fitzsimons
LINE-X Canada
(403) 352-4411
cfitzsimons@linexmail.com

LINE-X® LAUNCHES ALL-NEW, EASIER-TO-USE WEBSITE IN CANADA

– LINE-X Offers a More Functional and Modern Design for Customers and Franchise Owners in Canada –

RED DEER, Alberta, (May 7, 2015) - LINE-X , North America's largest retail automotive aftermarket franchise and leading provider of high performance spray-on bedliners, announced today the launch of their brand-new, easier-to-use [Canadian website](#). The mobile friendly site is available in English and French, compatible with Google's recent algorithm update, Mobilegeddon.

"We are delighted to announce LINE-X's incredible new modern designed Canadian site. We understand how important it is for customers to be able to easily and quickly find the information they need," said Kevin Heronimus, CEO of LINE-X Protective Coatings. "As a global leader in spray-on protective coatings and truck accessories, we are dedicated to providing our customers with an excellent experience and are proud of our new design."

With better performance and more versatility, customers, franchise owners and future franchise owners can get a better view of who LINE-X is as a brand, their passion and the solutions and accessories they provide. LINE-X continues to be known for offering the best, most durable, highest quality products and being the only franchised system to offer customers engineered, sprayed-on peace of mind. Now their Canadian website reflects just that. The new site is a great place for dealers and consumers to learn more about LINE-X Protective Coatings and their new products. Additionally it serves as a great resource for dealers to view new Truck Gear by LINE-X accessories now available to Canadian franchisees.



LINE-X leads the marketplace with innovative coatings that tackle some of the toughest challenges with creative and unique solutions for customers and are engineered to meet the needs of virtually any industry. Today LINE-X has over 450 locations in North America, including over 50 in Canada and is committed to leading industries that utilize spray-on applications. The company has plans for further expansion to additional locations across North America this year.

For more information about LINE-X products, applications, dealer locations and franchise opportunities, visit LINE-X online at www.LINE-X.ca.

###