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LINE-X® LAUNCHES FIRST EVER PROTECTIVE COATINGS MASTER FRANCHISE IN AUSTRALIA

-- LINE-X Opens Master Franchise in Australia, Joining Their Massive Network of International Distributors Across 60 Countries --

HUNTSVILLE, Ala., (June 23, 2015) – [LINE-X Protective Coatings](http://www.linexmail.com), the global leader, developer and provider of high performance protective coatings, announces the grand opening of their first-ever master franchise in Australia. Based in Welshpool, the store includes a spray-booth for LINE-X applications as well as automotive and camping accessories to appeal to the avid outdoor enthusiasts. As a master franchise, they plan to launch five pilot stores across each state as they further develop the Australian model.

“We are thrilled to be announcing our first Australian master franchise,” said Kevin Heronimus, CEO of LINE-X Protective Coatings. “We are more than confident that our brand will resonate with the Australian population and can’t wait to see the brand grow throughout the country.”

“LINE-X is 300% tougher than the industry standard and is a well-established and proven brand in over 46 countries worldwide,” said John Lewis, Financial Controller of LINE-X Australia. “From spraying the Pentagon to my old trailer, you can’t argue with the strength of LINE-X. We’re excited to be launching our first store, here in Welshpool, and look forward to expanding the LINE-X business throughout Australia.”

Aside from the renowned LINE-X Protective Coatings products the new store will offer, there will be fantastic opportunities for future franchisees to capture the imagination of the Aussie 4wd enthusiast through their range of Truck Gear by LINE-X accessories. Additionally, they have secured a number of strategic partnerships with other local accessory brands.



LINE-X continues to lead the marketplace with innovative products that provide unique solutions to customers in a variety of industries, including residential, commercial, light industrial and military applications. With a new master franchise in Australia, LINE-X's strong network continues to grow, with locations in more than 60 countries.

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

For more information about LINE-X Australia visit www.linexcoatings.com.au or call 1300-559-597.

About LINE-X Protective Coatings

LINE-X Protective Coatings (www.LINE-X.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 has also expanded to include a custom truck division with Truck Gear by LINE-X (www.TruckGear.com) offering private labeled accessories from LINE-X and sold exclusively through LINE-X franchises. LINE-X products are utilized in automotive, commercial, light industrial, heavy industrial, agricultural, military, marine and custom applications. Headquartered in Huntsville, Ala., with more than 500 locations in 48 countries, it is the goal of LINE-X to consistently produce the highest quality and most reliable materials available. Follow LINE-X on Twitter [@LineXprotects](https://twitter.com/LineXprotects), become a fan on Facebook of [LINE-X Protective Coatings](https://www.facebook.com/LINE-X-Protective-Coatings) and check out what LINE-X is doing on YouTube at: www.youtube.com/LINEXProtects.

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