



**Real** Truck Bed Protection System

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**For Immediate Release**

**DualLiner Launches Aggressive 2008 Marketing Campaign to Reach All American Full-Size Truck Owners**

**Kewaskum, WI** – DualLiner is pleased and excited to announce its new, aggressive marketing and advertising campaign to reach every full-size American truck owner. This comprehensive campaign includes extensive marketing coordination across numerous platforms, including:

- New television campaign on Spike TV programs, "Trucks!" and "Extreme 4x4"
- New television partnerships with independent programs
- New :30 second television ad campaign
- New web-based video campaign
- New Point-of-Purchase displays for retail outlets
- New print campaign with newspapers/magazines
- New videos to demonstrate DualLiner's easy installation
- Prominent displays at SEMA and Spring SEMA

"We are extremely excited about our market position in 2008," said Bryndon O'Hara, general manager of DualLiner. "We know we have the *Real* Truck Bed Protection System™ with The ZeroSkid™ floor and the interlocking hard sidewall protection. This new marketing campaign will help us tell the DualLiner story to every American full-size truck owner. DualLiner truly is the real deal. Now is the time for us to communicate that to the American truck owner."

DualLiner bed liners are incredibly easy to install and they offer the total package, including:

- **Truck Protection** from dents and dings from even the most rugged cargo
- **Paint Protection** – It won't chafe, trap water or dirt so you won't damage your paint
- **ZeroSkid™** rubber floor means your cargo stays put. No worries about cargo smashing into your cab window or flying off your truck.



## **Real** Truck Bed Protection System

- **Cargo Protection** - Patented dual technology bed protection system interlocking ZeroSkid™ floor with hard sidewall protection.
- **Easy to Order** – Ships in a box to your door and takes just 20 minutes to install
- **Made in the U.S.A.** – Lifetime Warranty. Satisfaction Guaranteed!

### **About DualLiner**

DualLiner bed liners offer state-of-the-art protection for your truck and your cargo. For more information and to watch our new video, please visit us at [DualLiner.com](http://DualLiner.com).

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