



Real Truck Bed Protection System

Contact:
Bryndon O'Hara
1-800-992-1949
DualLiner.com

July 29, 2008

For Immediate Release

DualLiner™ Adds New National, Regional Sales Directors

Kewaskum, WI – DualLiner™ is extremely pleased to announce the additions of Jesse Rohr as the company's new National Sales Director and Tom Bougie as Director of Regional Sales.

"Jesse and Tom bring a wealth of experience to their new positions and DualLiner™ is excited to welcome both them to our team," said Bryndon O'Hara, general manager of DualLiner™. "Beyond their many years of combined experience in catering to the needs of truck enthusiasts everywhere, both Jesse and Tom bring genuine passion to their profession. They believe in the DualLiner™ bedliner because they know first-hand that it works. Their experience and enthusiasm are sure to be valuable assets to DualLiner™."

Rohr is a native of Venice, Florida and is currently based in Lexington, KY. Prior to joining DualLiner™, he handled the Midwestern territory for United Sales Associates, a rep agency based in Chicago which carried the DualLiner™ bedliner as one of its product lines. He brings 7 years of industry sales experience to his new position. "I think we've got the best product out there," said Rohr with respect to DualLiner™ bedliners. "What was most appealing to me was that this is an opportunity to get on board with a company that's up and coming. This isn't just what I do for a job. It's my passion and I'm a truck enthusiast, first and foremost."

Bougie is a native of Grand Forks, North Dakota. Prior to joining DualLiner™, he was the National Sales Manager for Extang Corporation in Ann Arbor, MI, a \$20 million tonneau company and brings more than 30 years of sales management experience to his new position. "I see an opportunity to be able to grow with a company with a product that truly fills a void," said Bougie. "DualLiner™ bedliners provide a fix to a need to protect



Real Truck Bed Protection System

DualLiner™ Adds New National, Regional Sales Directors - 2 -

the truck and cargo and to keep the cargo where it belongs. We don't have a 'me, too' product. We stand alone with DualLiner™."

About DualLiner™

DualLiner bed liners offer state-of-the-art protection for your truck and your cargo. Our 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.
- **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!

For more information and to watch our new video, please visit us at DualLiner.com.

#