



FOR: WISE INDUSTRIES

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BedRug® Lifestyle Performance Liner
Redefines How People Use Their Pickups
Innovative Bed Protection
Broadens Truck Versatility

FOR IMMEDIATE RELEASE

OLD HICKORY, Tenn., May 3, 2006 – BedRug® lifestyle performance liner is redefining the way people use the beds of their pickup trucks. Here’s how: One day a person can haul concrete blocks without scratching the bed’s metal and paint, and the very next day transport fragile antiques without feeling even a twinge of paranoia. The tough yet gentle product featuring non-skid, cushioning properties is offered through dealers at time of purchase. Active truck owners also can obtain it as an add-on through the DIY and DIFM markets.

Because of BedRug’s ability to handle any cargo without compromise, truck manufacturer field tests have proven it to be in a bed protection class by itself. Rugged enough to stand up to gravel, mulch, oil and even battery acid, it also coddles golf clubs, grocery bags and coolers so they do not slide around, even during quick starts or stops—just one of many features that set BedRug apart from molded or spray-on liners.

“The market has been full of various truck bed liners for years,” said Ron Wise, president of Wise Industries. “Now, there’s a unique system that offers cargo management and truck bed protection together. BedRug benefits work and lifestyle needs, protects the bed while caring for its contents, and even adds to the resale value of the truck. It’s a win-win situation.”

BedRug provides the truck bed, lifestyle and resale value benefits listed below. The following chart also offers a quick look at these benefits in regard to other liners.

Truck Bed Protection

- **Does not hold water** and will quickly dry and always be mold-free.
- **Will not scuff** or compromise painted surface.

Lifestyle

- **Non-skid, non-slip surface** that grips cargo and holds it in place.
- **Comfortable sleeping surface for camping**, particularly when paired with a truck tent product.
- **Spills remain on the stain-resistant poly-fiber surface** for easy cleaning.

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Value

- **Will not crack or chip.**
- **Holds its value and is resalable** through a number of aftermarket and online retailers.
- **Preserves trade-in value** of vehicle.

By installing BedRug, the truck bed will remain in like-new condition without dents and scratches that threaten the vehicle’s paint warranty. The product, comprised of nearly indestructible, weatherproof polypropylene bonded to a molded, closed-cell foam bottom, also gives the truck a show-quality appearance with its dark gray, fade-resistant surface.

Here’s how BedRug ranks in comparison to other liners on the market:

BENEFIT & PERFORMANCE FEATURES	BEDRUG	SPRAY-ON	HARD LINER
CONSUMER BENEFITS			
Fade-resistant	X		X
Easy on knees	X		
Non-skid, non-slip surface	X		
Does not get damaged in a collision	X		
Does not hold water	X	Some	
Resistant to sulfuric, hydrochloric and battery acid	X		
30-day money-back guarantee	X		
Limited lifetime warranty	X	Some	
High residual value	X		
INSTALLATION			
No power tools required (installation)	X		
No bed alteration required	X		
RESALE			
Easily removable at trade-in	X		X
Does not scratch – truck bed is like new at trade-in	X		
Maintains factory paint warranty	X		

BedRug is factory-approved for Chevrolet, GMC, Ford (Sport Liner) and Toyota, and is available for all light truck makes and models. Consumers can buy it at a dealership and have it installed there, or buy it from an authorized retailer and do it themselves without special tools. The suggested retail price is \$495 including installation; visit www.bedrug.com to find a local BedRug distributor.

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BedRug is a product of Wise Industries, Inc., a leading fabricator of various components for the automotive industry for more than 20 years.

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NOTE TO EDITORS: High-resolution photos of the BedRug lifestyle performance liner are available by contacting Rebecca Johnson at (248) 649-8900 or by visiting *bedrug.quell.com*