

FOR: WISE INDUSTRIES

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FOR RELEASE

Football Season Must-Have: BedRug® Lifestyle Performance Liner
Innovative Truck Bed Liner Brings New Comfort to Tailgating

OLD HICKORY, Tenn., Sept. 6, 2006 – With football season upon us, die-hard sports fans are packing their pickups and hitting the road with team spirit, beverages and tailgating essentials. Among the must-haves this year is the BedRug lifestyle performance liner from Wise Industries, a tough yet gentle truck bed liner designed to be easy on the knees. The product features non-skid, cushioning properties that ensure coolers and chili containers don't slide and everyone can sit comfortably right up until the game begins.

Among its many unique attributes, true tailgaters love BedRug for these top five reasons:

1. **Cushy, knee-friendly surface** is perfect for lounging. Ditch the folding chairs and sprawl out on the BedRug!
2. **Non-skid, non-slip properties** keep cargo in place while in transit. Even through hard stops and sharp turns, that hibachi grill keeps its lid on.
3. **Does not hold water**, and dries quickly. Rain or shine, the party prevails until game time.
4. **Spills clean up easily on the stain-resistant poly-fiber surface**; you don't have to fret when the notorious red cup is tipped over from a flying football.
5. **Installation is a breeze** -- done in 30 minutes without tools.

In addition to enhancing the tailgating experience, BedRug guarantees the truck bed remains in like-new condition without dents and scratches that threaten the vehicle's paint warranty. Made from nearly indestructible, weatherproof polypropylene bonded to a molded, closed-cell foam bottom, it also gives the truck a show-quality appearance with its dark gray, fade-resistant surface. Unlike hard liners, the versatile product handles any cargo without compromise, proving it works all week and plays all weekend.

BedRug is factory-approved for Chevrolet, GMC, Ford (Sport Liner), Dodge 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. The suggested retail price is \$495 including installation; visit www.bedrug.com to find a local BedRug distributor.

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.