



FOR: WISE INDUSTRIES

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**CUSHY, RUGGED BEDRUG® LIFESTYLE LINER GOES TO
SEMA 2006 TO WORK ALL WEEK AND PLAY ALL WEEKEND**

FOR RELEASE

***Innovative Product Catapults Truck
Liners into the Next Level of Performance***

OLD HICKORY, Tenn., Oct. 27, 2006 – The BedRug® factory-approved lifestyle liner from Wise Industries, Inc. comes to the 2006 SEMA Show to demonstrate how it has taken the traditional bedliner much further to make a pickup truck more versatile to its owner. Beyond improving bed protection, the product is ideal for both work and recreation needs with its cushioned, non-skid properties—it's comfortable enough to even sleep on! BedRug owners still can haul concrete blocks one day without scratching their truck bed's metal and then enjoy camping the next.

"Pickup owners love their trucks and we're working hard to let you do even more with them," said Ron Wise, president of Wise Industries. "BedRug fits every lifestyle, whether you're a construction worker with a penchant for hunting with your bird dogs, or a landscaper who loves tailgating on the weekends. You can do it all in a BedRug!"

In the BedRug booth (No. 31439), visitors will see how the product stands up to gravel, oil and even battery acid, yet also coddles coolers, golf clubs and grocery bags so they don't move during quick starts or stops. Further adding to the consumer appeal, BedRug's fade-resistant, show-quality look elevates a truck's appearance to a new level—perfect for tuners and truck enthusiasts who want their vehicle to stand out from the crowd.

The product, made of nearly indestructible, weatherproof polypropylene bonded to a molded, closed-cell foam bottom, protects the truck bed from scratches, dents and abrasions, and presents no threat to the OEM paint warranty. It adds up to higher truck resale value, is easily transferable to a new truck and brings high customer satisfaction ratings. BedRug is factory-approved for Chevrolet, GMC, Ford (Sport Liner), Dodge and Toyota.

(more)

BedRug stands alone 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 – bed is like new at trade-in	X		
Maintains factory paint warranty	X		

Visit Ron Wise, Rick Carr and the rest of the BedRug team in booth 31439 at the 2006 SEMA Show.

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 BedRug being used in a variety of work and lifestyle scenarios are available for download at bedrug.quell.com