



**ANN ARBOR, MICHIGAN – October 27, 2016** – Truck Hero, Inc. (“Truck Hero” or the “Company”) announced the acquisition of Rugged Liner®, effective Wednesday, October 19<sup>th</sup>. Rugged Liner® is a leading manufacturer and distributor of quality aftermarket and OEM truck accessories including pickup truck bed and trailer bed liners, bed covers, wheel well liners, and bed mats. Since they opened their doors in 1995 in Owosso, MI, Rugged Liner has grown to two facilities totaling 450,000 square feet, and 140 employees. They have been recognized for their export efforts, currently shipping into more than 70 countries.

This transaction marks Truck Hero’s eleventh acquisition since its formation in 2007 and is well aligned with the Company’s growth strategy of continuing to acquire businesses within the vehicle accessory market that further diversify its product portfolio into other attractive, high-growth segments.

**About Truck Hero, Inc.** Headquartered in Ann Arbor, MI, Truck Hero has focused on providing consumers a full range of truck bed covers and other truck and Jeep® accessories with market leading functionality, engineering, quality, and design. The breadth of Truck Hero’s product offering addresses virtually every consumer price point in both the hard and soft truck bed cover categories. Truck Hero’s industry leading family of brands includes Extang, TruXedo, BedRug, UnderCover, Advantage, Retrax, BAK, A.R.E., N-FAB, Husky Liner and two online retailers: AutoCustoms and Real Truck. All of the companies in the Truck Hero family are recognized as premier brands in the U.S. light duty truck aftermarket and leaders in product innovation. For more information, please visit our website at [truck-hero.com](http://truck-hero.com).