

Contact: Angie Howard
Solamatrix, Inc.
ahoward@solamatrix.com
Phone: (727) 388-2107
Fax: (727) 327-7132

2630 Fairfield Ave. S.
St. Petersburg, FL 33712
www.solamatrix.com



PRESS RELEASE

Solamatrix, Inc. Is Exclusive Reseller of DefenZall™ Paint Protection Film

St. Petersburg, FL, March 19, 2010: Solamatrix, Inc. is pleased to announce the addition of DefenZall Paint Protection Film to their US company-owned distribution product offering. In an agreement with The Haartz Corporation, the manufacturer of DefenZall, Solamatrix is now an exclusive reseller of this quality line of paint protection films, which is a complimentary product to their existing premium line of Sun-Gard® solar control window films.

DefenZall™ is the result of several years of research and development. The end product is a highly abrasion resistant, clear urethane film that provides exceptional protection for all leading edge vehicle surfaces without altering the vehicle's appearance. The Haartz Corporation performs all formulations, extrusions, laminations and clear coatings in-house. This allows them to design and produce under one roof, a finished product of the utmost quality that encompasses all of the desired characteristics such as conformability, clarity and gloss retention. In addition, their state of the art clear coat system ensures excellent resistance to soiling, yellowing and acid spotting. DefenZall is backed by a 7-year manufacturer's warranty.

"Paint protection film is a fast growing market. As a distributor of DefenZall, we can now offer a complimentary product to our existing window film business. We believe many of our dealers will appreciate being able to purchase their entire product needs from one of our four distribution centers," says Bill Stewart, North American sales and operations manager for Solamatrix.

Matt Williams, Director of Business Development at Haartz says "We are excited about the partnership between Haartz and Solamatrix. DefenZall is a unique product, specifically designed for ease of installation and long-term durability. We felt it was important to find a dynamic partner who shared our enthusiasm for promoting and distributing this high performance product and I am confident we have found that with Solamatrix."

DefenZall can be purchased through any company-owned Sun-Gard Distribution Center by calling 888-887-2015 or emailing sales@solamatrix.com.

Solamatrix, a subsidiary of Novomatrix, manufactures and globally markets a comprehensive family of solar control, safety and security window films for motor vehicles, homes and commercial property.

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