NEWS RELEASE

Custom Protection Products Appointed As New XPEL Distribution Partner In South Africa

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San Antonio, TX (January 24, 2019) – XPEL has appointed Custom Protection Products as the new distribution partner in South Africa as of January 2019. With over a decade of experience in paint protection films and over 4,000 vehicles protected in South Africa alone, CPP was a clear choice for XPEL Inc. as a distribution partner. CPP has a great track record of customer service and support in the region, with a national support structure from Polokwane to Gauteng, Cape Town, George and Durban. CPP will help further penetrate the South African market with the full line of XPEL products including window films, aftercare products and our growing line of surface protection solutions. We look forward to expanding the XPEL brand in South Africa in 2019 and beyond!

About XPEL, Inc.

XPEL leads the industry in designing, manufacturing and distributing high-performance automotive paint and headlamp protection film technologies. Using XPEL's proprietary software and materials, our professional design team develops products that deliver the ultimate in vehicle protection, meeting the demands of a broad range of makes and models. With more than 70,000 vehicle-specific applications and a global network of trained installers,

XPEL is dedicated to exceeding customer expectations in providing high-quality products, customer service and technical support. XPEL, Inc. (TSXV: DAP.U) is publicly traded on the TSXV Exchange.