NEWS RELEASE

Excel Film, Ltd. Appointed As Exclusive XPEL Distribution Partner In Japan

7/5/2019

San Antonio, TX (July 5th, 2019) – XPEL has appointed Excel Film, Ltd. as the exclusive distribution partner in Japan as of June 2019.

As the first Japanese distributor to work with XPEL for more than a decade, Excel Film has a history of providing top quality service & great knowledge of XPEL products.

With growing business in Asia, Excel Film will be able to provide professional marketing messages, consistent training methodologies, and effective customer support in the region.

Being well connected with the market players and installers, Excel Film can help further penetrate the Japanese marketplace with the full line of XPEL products including window films, aftercare products and our growing line of surface protection solutions. We look forward to expending the XPEL brand in Japan in 2019 and beyond with Excel Film, Ltd.

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. Visit www.xpel.com for more information.