



NEWS RELEASE

XPEL President & CEO Ryan Pape To Ring Nasdaq Closing Bell On Wednesday, July 31, 2019

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on Wednesday, July 31, 2019

San Antonio, TX – July 25, 2019 – XPEL, Inc. (Nasdaq: XPEL; TSXV: XPEL.U) (“the Company”), a global provider of protective films and coatings, announced today that its President & Chief Executive Officer, Ryan Pape, along with other members of the management team and other guests, will ring the Nasdaq closing bell on Wednesday, July 31, 2019.

The XPEL, Inc. closing bell ceremony will be broadcast live on July 31, 2019 starting at 3:45 p.m. Eastern Time from the Nasdaq MarketSite Studio in Times Square, New York City. Investors may view the live closing bell ringing at <https://new.livestream.com/nasdaq/live>, or on the Events & Presentation page of the Company's website: <https://www.xpel.com/events-presentations>.

Additionally, the bell ringing portion of the ceremony will be broadcast on CNBC, Bloomberg TV and Fox Business News.

Ryan Pape, President and Chief Executive Officer of XPEL, commented, "We're excited to celebrate our recent listing on Nasdaq by ringing the Closing Bell. I'd like to thank the many people in our organization who worked hard to make our Nasdaq listing a reality and we look forward to a long and fruitful partnership on this dynamic trading platform."

XPEL, Inc.'s common stock commenced trading on Nasdaq on Friday, July 19, 2019 under the symbol "XPEL". XPEL, Inc.'s symbol on the Toronto Venture exchange has been changed to "XPEL.U".

About XPEL, Inc.

XPEL is a leading provider of protective films and coatings, including automotive paint protection film, surface protection film, automotive and architectural window films and ceramic coatings. With a global footprint, a network of trained installers and proprietary DAP software, XPEL is dedicated to exceeding customer expectations by providing high-quality products, leading customer service, expert technical support and world-class training. XPEL, Inc. (NASDAQ: XPEL; TSXV: XPEL.U) is publicly traded on Nasdaq and the TSX Venture Exchange.

Safe Harbor Statement

This release includes forward-looking statements regarding XPEL, Inc. and its business, which may include, but is not limited to, expansion into new markets and execution of the company's growth strategy. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "is expected," "expects," "scheduled," "intends," "contemplates," "anticipates," "believes," "proposes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may," "could," "would," "might" or "will" be taken, occur or be achieved. Such statements are based on the current expectations of the management of XPEL. The forward-looking events and circumstances discussed in this release may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting the company, performance and acceptance of the company's products, economic factors, competition, the equity markets generally and many other factors beyond the control of XPEL. Although XPEL has

attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and XPEL undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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