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INTELICOAT TECHNOLOGIES® EXPANDS SALES TEAM WITH THE ADDITION OF DAVE BURGOS AND CANDICE BAKKE

SOUTH HADLEY, January 10, 2012 – [Intelicoat Technologies®](http://www.intelicoat.com), a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced the expansion of its sales team with the addition of Dave Burgos as Inside Sales Representative and Candice Bakke as National Telesales Representative. The new appointments are a testament to Intelicoat’s continued growth and strategic goals aimed at increasing profitability and productivity, as well as enhancing customer service processes to compete in the competitive global economy.

“We are extremely excited to expand the Intelicoat sales team with the addition of Candice and Dave. They both have a proven track record for delivering exceptional customer service, and driving revenue growth in highly competitive markets like the digital imaging industry,” said Ed McCarron, Director of Sales and Marketing at Intelicoat. “We are confident that both Candice and Dave possess the unique skill set required to help us not only increase brand awareness, but provide members of the inkjet printing community with the best in customer service across our award-winning Magic®, Magiclée® and Museo® product lines.”

In his role as Inside Sales Representative, Burgos is responsible for supporting and growing Intelicoat’s digital imaging business with key distributor partners. He brings extensive experience, having worked at Intelicoat for the past 25 years. His background is well rounded with years spent in both the manufacturing operation and most recently as a Customer Service Representative. Burgos has both strong product knowledge as well as a good understanding of the needs and expectations of the market.

As National Telesales Representative, Bakke is tasked with raising brand awareness for the

Magic, Magiclée and Museo product lines, as well as increasing and improving customer contact and support. Bakke brings extensive experience to her position at InteliCoat, having actively served in various business-to-business solution sales roles for over 12 years. She most recently worked as an outside sales representative for Proveer Sign and Graphics where she continually exceeded quota attainment, and excelled at developing and effectively managing new and existing client relations. Prior to her work at Proveer, Bakke held several business development roles at leading companies, including Staples Advantage, Advanced Marketplace and Network America.

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About InteliCoat Technologies

As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, InteliCoat Technologies® has earned a reputation for producing innovative products for the wide format printing market, including the award-winning Magic® brand portfolio of digital imaging media, the Magiclée® brand of digital fine art and specialty media, Museo® brand digital fine art media and the JetSet® brand of products for the CAD market. InteliCoat is dedicated to conducting its business with maximum sensitivity to environmental compliance and concern as part of the company's commitment to continually improving its environmental performance at all levels. InteliCoat operates two manufacturing facilities in the United States, with sales and marketing operations in Australia, The Netherlands, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. InteliCoat is a Sun Capital Partners company.

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