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INTELICOAT TECHNOLOGIES LAUNCHES MAGIC® BRAND INK LINE

*Intelicoat's First Ink Offerings Formulated to Deliver the Highest Performance
with Superior Image Quality*

SOUTH HADLEY, MA – January 4, 2012 – [Intelicoat Technologies®](http://www.intelicoat.com), a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, has expanded its product offering into the ink market with the introduction of Magic® Brand Ink. Formulated to deliver ultimate performance and image quality, Magic Brand Ink enables highly accurate color reproduction and superior print longevity.

Magic Inks are an exact match for existing Magic profiles and are compatible with all brands of inkjet media, delivering the flexibility to print on a wide range of coated and uncoated substrates. The OEM imaging performance tested inks deliver a cost-effective solution without compromise, which allows users to simply plug and print.

“With the introduction of Magic Inks, we look forward to further building Intelicoat’s proven reputation for delivering the utmost in innovation, performance and customer satisfaction,” said Joe Lupone, President of Intelicoat Technologies. “Introducing our own line of inks provides customers with even more superior performance, creating colors that will come out perfectly every time paired with your favorite substrate. We are excited to deliver cost-effective, high quality inks to our valued customers.”

Magic Inks are manufactured to the highest standards specifically for Canon imagePROGRAF and Roland Eco-Solvent printers. These water-resistant inks require no flushing and are simple to insert into printers.

Magic brand inks are available immediately according to the pricing charts below at <http://www.buyintelicoat.com>.

BRAND	PRINTER MODEL NUMBER	COLOR	CAPACITY	SELL
Magic H20	Canon imagePROGRAF 5000 / 5100 / 6100	All Colors	130 ml	\$ 50.00
Magic H20	Canon iPF 8000, 8000S, 8100, 9000, 9000S & 9100	All Colors	330 ml	\$109.00
Magic H20	iPF 8000, 8000S, 8100, 9000, 9000S & 9100	All Colors	700 ml	\$159.00
Magic Eco	Roland Eco-Solvent printers	All Colors	220 ml	\$ 54.00
Magic Eco	Roland Eco-Solvent printers	All Colors	440 ml	\$ 89.00

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About IntelliCoat Technologies

As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, IntelliCoat 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. IntelliCoat 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. IntelliCoat 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. IntelliCoat is a Sun Capital Partners company.

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