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INTELICOAT TECHNOLOGIES® EXTENDS SALES CHANNELS WITH ONLINE PURCHASING OPTION

SOUTH HADLEY, MA – November 21, 2011 – [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 that customers may now buy popular products from its Magic®, Magiclée® and Museo® brands online through its website, <http://www.buyintelicoat.com> in addition to continuing to sell products through its valued network of dealers. This option, which previously only extended to Museo Fine Art products, aims to give Intelicoat customers greater freedom in choosing how to place and order.

“Offering a web-based store presents convenience to customers who wish to immediately purchase a product that they have found online at any time day or night,” said Joe Lupone, President of Intelicoat Technologies. “We expect that this will further expand awareness and increase consumer interest in our brands. While the e-commerce website improves end user access to Intelicoat branded products, it does not replace the values offered by our local distributor partners. It is our expectation that many customers who purchase their first Magic product online will then will find a local distributor to develop an ongoing relationship.”

Intelicoat dealers offer products at competitive price points and feature advantages, including extended terms, local support and delivery, discounted freight and special requests like overnight shipping. To find an Intelicoat dealer near you, please visit http://www.magicinkjet.com/dealer_locator.html.

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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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