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INTELICOAT TECHNOLOGIES® APPOINTS INDUSTRY VETERAN ED WILLIAMSON NEW BUSINESS DEVELOPMENT MANAGER

SOUTH HADLEY, August 8, 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 the addition of Ed Williamson to the team as New Business Development Manager. In this role, Williamson will be responsible for the growth of non-traditional business, as well as the development of opportunities for Intelicoat’s high quality functional coatings, including both toll and contract offerings.

“Ed possesses the unique combination of vast industry knowledge with the proven ability to deliver the results that we were looking for from a new business development manager, and we are excited to welcome him to the Intelicoat team,” said Ed McCarron, Director of Sales and Marketing at Intelicoat. “We are confident that he will have an immediate, positive impact on our business development efforts and strategic goals aimed at continuing to grow Intelicoat’s digital and non-digital coating business.”

Williamson brings extensive experience to his position at Intelicoat, having actively worked in various roles within the printing industry for 13 years. He most recently served as a Product Manager for Valéron® Strength Films, a leading global manufacturer of high-strength film, where he was critical to developing new segments and applications for the V-Max® and Valeron® Product Lines. Prior to his work at Valéron, Williamson also held the title of Senior Sales Representative at Avery Dennison® within the company’s Rapid Roll division (formerly Dunsirn Industries) where he assisted with the growth and development of the company’s Rapid-Roll® line.

“Intelicoat has established a long history of producing innovative products for the wide format

printing market and I look forward to becoming a part of the team,” added Ed Williamson. “I hope to utilize my experience and vast network of contacts to provide customers with the strategic value they have come to expect from InteliCoat throughout the years.”

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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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