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INTELICOAT TECHNOLOGIES® ANNOUNCES PARTNERSHIP WITH SENTEC INTERNATIONAL BV TO IMPROVE SUPPORT TO EUROPEAN CUSTOMERS

SOUTH HADLEY, April 4, 2011 – [Intelicoat Technologies®](#), a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that it has entered in to a partnership agreement with [Sentec International BV](#) and its affiliate Plottec GmbH. Sentec is a well-recognized key distributor for large format media in the EMEA area and Plottec is a high volume and modern equipped converting company. This partnership agreement is part of an increased effort to provide faster response times and improved efficiency to Intelicoat’s valued European, Middle East and African customer base.

Under the terms of the partnership agreement, effective immediately, Intelicoat will change the supply route for the EMEA area. Intelicoat will continue to manufacture master roll inventory, which will be stocked locally and converted by Plottec GmbH. Sentec International will distribute the finished good rolls on behalf of Intelicoat Technologies. These changes will result in greater availability of Intelicoat products to European markets, shorter lead times, and significantly improved service levels.

“We want to emphasize that under this new arrangement, the products that our customers receive will be the *same* Intelicoat-made products that they know and love and that they will continue to work directly with Intelicoat sales and support personnel, who have been transferred to Sentec. As a result of the new arrangement, Intelicoat sales and support personnel will now be even better able to serve customers out of a world class customer service center combined with Sentec International,” said Joseph Lupone, President and CEO of Intelicoat Technologies. “This is truly

a positive change for our European users, as the quality, support and stability of InteliCoat will now be further enhanced by Sentec, which has a long history of outstanding work.”

For more information, visit www.magicinkjet.com.

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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.

Follow InteliCoat on Twitter at: <http://twitter.com/intelicoat>, or Magic on Twitter at: <http://twitter.com/intelicoatmagic>. Visit the InteliCoatTech YouTube channel at: www.youtube.com/intelicoattech.

About Sentec International BV

Sentec International BV is a distributor for large format media offering media for all kinds of large format technologies, like PPC-LED, water based, solvent, eco-solvent, latex and UV and is operating in the EMEA area. Through its own converting facilities and warehouse central in Europe, Sentec offers a high performance of deliveries with a high flexibility towards its customers. It is Sentec's goal to stay on top of the market through constant product evaluation and selection of quality media to supply to its customers.

About Plottec GmbH

Plottec GmbH is affiliate from Sentec and is one of the leading converting companies for large format media in the EMEA area. With its wide range of converting equipment Plottec is able to finish all kinds of media and this all with the highest quality standard possible. Among many customers Plottec is well known for its perfect way of finishing.

For more information please visit: www.sentecinternational.com.