



InteliCoat Technologies

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**INTELICOAT TECHNOLOGIES® CELEBRATES THREE YEAR ANNIVERSARY OF
MUSEO® FINE ART WITH UNVEILING OF NEW BRAND IMAGE**

InteliCoat Cements Long-Term Commitment to Museo with New Website and Packaging

SOUTH HADLEY, Mass., January 31, 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 unveiled a new look for the branding of its Museo® product line, including the launch of a redesigned website at www.museofineart.com. As InteliCoat approaches its third anniversary with Museo Fine Art, the company has revamped both the Museo website and packaging in a show of its ongoing commitment to the continued success and expansion of the preeminent brand of digital fine art media.

Created with the goal of increased ease-of-use, the new Museo website is a fast and efficient tool with which customers, partners and potential consumers can gather information and collect resources about the Museo product line. In addition to allowing users to easily access information about Museo Fine Art's ongoing initiatives and product advancements, the redesigned website features a plethora of resources for Museo users, including an extensive library of ICC profiles, printing templates and advice.

“Over the past three years InteliCoat has completed a number of initiatives that have greatly strengthened the Museo line in both performance and quality. We wanted to give the Museo product line a new and improved look by making over the website, packaging and collateral materials in a show of our long-term commitment to the brand,” said Joseph Lupone, President and CEO of InteliCoat Technologies. “In particular, the redesigned Museo website reflects InteliCoat’s desire to meet the needs of the digital fine art and photo community by providing easily accessible information about Museo Fine Art. We look forward to future growth and innovations for the Museo line in 2011.”

In related news, InteliCoat has also created new Museo brochures and, for the first time ever, is offering Museo swatch books. For more information regarding Museo Fine Art, or to view the new and improved website, please visit www.museofineart.com.

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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 Museo on Twitter at: <http://twitter.com/museofineart>.