



FOR IMMEDIATE RELEASE

Contact *Jill Anderson*
 SVM Public Relations
 401-490-9700
 jill.anderson@svmpr.com

**MUSEO® FINE ART INTRODUCES NEW RETAIL PACK FOR ITS POPULAR
MUSEO ARTIST CARD LINE**

SOUTH HADLEY, Mass., October 26, 2010 – [Museo® Fine Art](#), the preeminent brand of digital fine art media from [InteliCoat Technologies®](#), a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging applications, today announced the availability of a new retail package format for [Museo Artist Cards](#). An ideal way to use photographic and fine art images for greeting cards, invitations and promotional materials, the 24-count pack of Museo Artist Cards with envelopes feature a full color designed packaging.

“As with all of our industry-leading brands of digital imaging media, the Museo product line is a vital part of our company’s success now and in the future,” said Jennifer Chagnon, senior marketing manager at InteliCoat Technologies. “InteliCoat remains committed to the expansion and growth of the Museo portfolio of products, and the new 24-count packaging delivers on the needs of our strong base of Museo customers, whom we dearly value and strive to serve.”

The pre-scored sheets are printable on both sides, and are manufactured to the same high standards and archival characteristics as the existing range of Museo papers. InteliCoat also offers professionally prepared templates on the Museo website, making the creation of custom cards simple and fun.

In addition to the new retail packs, #6, #9, panoramic and baronial cards will continue to be available in 100 and 1,000 count bulk packs. The panoramic and baronial will be available in the

new retail packaging in November 2010.

For more detailed information on Museo Artist Cards and other Museo Fine Art products, please visit <http://www.museofineart.com>.

###

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>.