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**INTELICOAT TECHNOLOGIES® MAGICLÉE® VERONA 250 HD POSTER PAPER
RECEIVES TOP HONORS IN *WIDE-FORMAT IMAGING* READERS CHOICE AWARDS**

SOUTH HADLEY, Mass., April 13, 2010 – [InteliCoat Technologies®](http://InteliCoatTechnologies.com), a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that its [Magiclée® Verona 250 HD](#) fine art paper has been recognized with a [Wide-Format Imaging magazine 2010 Readers Choice Top Product Award](#) in the fine art media category. Verona 250 HD is a high definition fine art paper for digital imaging that, when printed, offers clean, sharp images with an exceptional color gamut. A 250-gram, smooth, matte finish, 100% cotton paper designed specifically for fine art applications, Verona 250 HD has a water-resistant coating free of optical brighteners and is designed for use with dye, pigment, thermal and piezo printers.

“We are honored to receive the prestigious *Wide-Format Imaging* magazine Readers Choice Top Product Award in the fine art category,” said Jennifer Chagnon, Marketing Manager at InteliCoat Technologies. “With record high density and color gamut readings, Verona 250 HD has raised the bar in the marketplace for achieving truly vibrant colors, as well as beautifully defined blacks and gray tones for fine art and photography applications.”

Due to InteliCoat’s expertise in applying ink receptive coatings to specialty media such as canvas, the Magiclée brand of digital fine art and photo media is uniquely positioned to deliver exceptional results and consistency for artists and printers involved with the rapidly growing popularity of “giclée” printed art. Offering a diverse range of media alternatives to meet the needs of the most discriminating artists, Magiclée media feature archival characteristics, superior color accuracy, printing quality and image permanence. Magiclée products range from fine art paper to matte presentation paper to fast-drying photobases and canvases from 100% cotton to poly/cotton canvas blends, with specialty fine art and photo media that allows for the expansion of many applications.

For more information about IntelliCoat's Magiclée Verona 250 HD fine art paper or other products, call 800-628-8604 or visit the website at www.magicinkjet.com.

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As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, IntelliCoat 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. IntelliCoat 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. IntelliCoat 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. IntelliCoat is a Sun Capital Partners company.

Follow IntelliCoat on Twitter at: <http://twitter.com/intelicoat>, or Magiclée on Twitter at: <http://twitter.com/MagicleeFineArt>.