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**INTELICOAT TECHNOLOGIES® INTRODUCES NEW
ECO-FRIENDLY PACKAGING**

SOUTH HADLEY, November 5, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today introduced that it will be transitioning from its current white box packaging to an eco-friendly brown box alternative as part of the company’s ongoing initiative to reduce its impact on the environment. The new packaging will be employed across all InteliCoat brands, including the award-winning Magic®, Magiclée®, Museo® and JetSet® lines of digital imaging media.

Composed of up to 100% post-consumer recycled materials, the new boxes are constructed with 30% less material than current packaging with equal structural strength, do not require the use of harmful bleaches or other whitening chemicals during the manufacturing process, and are 100% recyclable . In addition to the boxes, InteliCoat will be changing its core plugs to offer better support at the box ends to prevent damage.

“We are continually working to improve InteliCoat’s environmental performance, and are proud that our environmental procedures, processes and planning activities have produced measurable results, including reduced waste generation, increased recycling of solid waste and raised consumer awareness,” said Ed McCarron, Director of Marketing at InteliCoat Technologies. “This change in packaging is just one more step on our environmental journey. Beyond dramatically improving our environmental impact, the new packaging ensures that customers can continue to source digital imaging media and packaging that has been made responsibly.”

For more information on InteliCoat products or its environmental policies, visit InteliCoat's ink jet web site 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, 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.