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**MUSEO® FINE ART RELAUNCHES MUSEO ARTIST CARDS  
WITH LARGER COUNTS AND NEW PACKAGING**

**SOUTH HADLEY, Mass., October 13, 2009** – 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 redesigned packaging configurations for Museo Artist Cards. In addition to reflecting the product line’s standalone identity since being acquired by InteliCoat Technologies, the new Museo Artist Card packaging offers larger count boxes and bulk cartons for high volume users in order to eliminate the waste of unneeded packaging materials as well as the lower price point.

“Collectively, fine artists are very environmentally conscious. Since many photographers have built businesses around these cards, we often receive requests for larger boxes to avoid adding excess packaging into the waste stream,” said David Williams, Sales & Marketing Manager for Museo Fine Art. “As the base already comes from a renewable fiber source (cotton – no trees cut down), it only makes sense to support our users and the environment at the same time with these new packages.”

Balancing the latest in technological innovation with a 200-year old tradition of the finest paper-making in the United States, Museo Artist Cards provide a simple, one box solution featuring premium pre-scored cards with matching cotton envelopes, along with Photoshop templates and color profiles available on the Museo Fine Art website. Museo Artist Cards are extremely popular with the photographic community and are ideal for gift card sets, greeting cards,

invitations, holiday and promotional cards. Museo Artist Cards are now shipping to dealers in four standard sizes, #6 (small), #9 (large), #10 (panoramic) and baronial (square), with new configurations as follows:

- Professional Package: 100 cards and envelopes in plain box.
- Bulk Package: 1,000 cards or envelopes in a carton. Items are sold separately.
- In addition, a new retail package with 24 cards and envelopes in a new consumer friendly box will be available soon.

List pricing for these cards and envelopes ranges from \$0.78 to \$1.15.

For more information on Museo Fine Art papers from InteliCoat Technologies, visit [www.MuseoFineArt.com](http://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.*