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**INTELICOAT TECHNOLOGIES® ANNOUNCES PRODUCT UPGRADES AS A RESULT OF
INNOVATIVE GLOSS COATING PLATFORM**

SOUTH HADLEY, September 22, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced upgrades to its Magic® DMPSV-G and Poly-Pro products. Resulting from an innovative, high performing gloss coating platform, the replacement products Magic Vinyl Pro™ and Palermo SPF feature vastly improved attributes and performance.

As a result of the upgrade, Magic DMPSV-G will be replaced by the new Magic Vinyl Pro, a 5 mil gloss, PSA vinyl with improved imaging performance and water fast properties. Including an instant dry feature, Vinyl Pro is specially designed for today's high speed water based printers with pigmented inks. The product is ideal for both indoor and outdoor short term mounted graphics as well as P.O.S. displays and packaging mock-ups.

Magic Palermo SPF, a 7 mil, satin photo film, will replace Magic Poly-Pro. Introduced earlier this year, the tear-resistant photo realistic film features instant dry performance and provides enhanced imaging performance across all water based inkjet platforms with pigmented inks. Compatible with the latest aqueous pigmented printers from Hewlett-Packard, Epson and Canon, Palermo SPF offers a universal solution for many of today's most popular graphics and display applications, such as high quality advertisement posters and displays, as well as indoor banner graphics and backlit displays.

“At InteliCoat, we are committed to continually improving on existing products and developing new and innovative solutions for the digital imaging community,” said Jennifer Chagnon, product manager at InteliCoat Technologies. “The breakthrough gloss coating platform that enabled the creation of Vinyl Pro

and Palermo SPF ensures the performance of these products to be better than ever.”

Magic Vinyl Pro and Palermo SPF are now available in the following sizes:

Magic Vinyl Pro 5 MIL GLOSS ADHESIVE VINYL		
Size	Part Number	List Price
24”X10’	70802	\$20.00
36”X75’	70803	\$225.00
50”X75’	70804	\$312.00
60”X75’	70805	\$450.00

Magic Palermo SPF 7 MIL WHITE PHOTO FILM		
Size	Part Number	List Price
24”x10’	70567	\$ 10.00
24”x 100’	70568	\$100.00
36”x 100’	70569	\$151.52
50”x 100’	70570	\$208.32
60”x 100’	70571	\$250.00

Contact your Magic supplier to learn more about Magic brand products or view InteliCoat’s ink jet web site, 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.