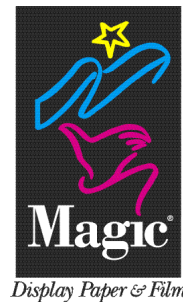


FOR IMMEDIATE RELEASE



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**INTELICOAT TECHNOLOGIES INTRODUCES NEW ADHESIVE-BACKED
PRESSURE-SENSITIVE PHOTOBASE PAPERS**

SOUTH HADLEY, Mass., October 6, 2004 – InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced the availability of Magic® DMPDQU-GPSA and DMPDQU-LPSA universal resin-coated, adhesive-backed pressure sensitive photobase papers. These new photobase papers are ideal for producing high-quality, photographic images for indoor mounted applications.

DMPDQU-GPSA and DMPDQU-LPSA feature a universal microporous coating, available in both gloss and lustre finishes, that provides instant dry time on most water-based, thermal and piezo ink jet printing systems using dye and pigmented inks – including Hewlett-Packard, Epson, ENCAD and ColorSpan printers. The products' permanent adhesive coatings allow for easy application to a variety of smooth, flat and indoor mounting surfaces.

“DMPDQU-GPSA and DMPDQU-LPSA are the perfect photobase papers for increasing production efficiency,” said Wendi West, product manager at InteliCoat Technologies. “You can produce the same high-quality, fade-resistant photorealistic images with instant dry time as the other DMPDQU photobase products, while eliminating the lamination step.”

The Magic DMPDQU-GPSA and DMPDQU-LPSA are available in the following sizes and trade prices:

Magic DMPDQU-LPSA		
Size	Part Number	Trade Price*
24" X 50'	66200	\$88.00
36" X 10'	65762	\$26.40
36" X 50'	65373	\$132.00
42" X 50'	66172	\$154.00
50" X 50'	65374	\$183.33
Magic DMPDQU-GPSA		
Size	Part Number	Trade Price*
24" X 50'	66201	\$88.00
36" X 10'	66175	\$26.40
36" X 50'	65817	\$132.00
42" X 50'	66176	\$154.00
50" X 50'	65818	\$183.33

** For actual prices, call an authorized Magic reseller*

For more information about Magic DMPDQU-GPSA and DMPDQU-LPSA, or other Magic brand media, call 800-628-8604 or visit the Web site at www.magicinkjet.com, where free sample rolls may be requested.

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The Magic and Azon brands consist of an array of digital imaging media products manufactured and marketed globally by InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies. The company's products include: imaging substrates for graphics, desktop, proofing, design engineering applications and information storage; electronic films for applications in printed wiring boards, flexible circuits; optical films for displays; high temperature, conductive and shielding tapes; conductive films; and microfilm. InteliCoat operates four manufacturing facilities in the United States and Europe with sales and marketing operations in Australia, the Netherlands, the United Kingdom, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. InteliCoat is a Sun Capital Partner company.