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INTELICOAT EXPANDS MAGIC® BRAND INK JET MEDIA WITH THE MAGICLEE™ LINE FOR DIGITAL ART PRINTING

New Magiclée Line Includes Presentation Paper, Fine Art Paper, Photo Art Paper, Fast-Drying Photo-Gloss Paper and Canvas Materials

SOUTH HADLEY, Mass, February 12, 2004 – InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today introduced a new line of media available in rolls and sheets to enhance the range of digital printing options for electronic artistry.

Identified as the Magiclée line, the digital art media folio consists of 15 specialty coated substrates for water-based thermal and piezo ink jet printers. The Magiclée name is derived from the combination of the established Magic brand name and the printing term “giclée,” used to describe art produced using ink jet technology.

Within the Magiclée line, photographers and digital artists may choose from five categories of media: presentation-grade matte paper, fine art paper, photo art paper, fast-drying photo-gloss paper and canvas. In addition to rolls, ranging in width from 24” up to 60”, sheet sizes are also available. Sheets are being added in response to growing demand among users of professional-quality ink jet desktop printers, such as the Epson® and the Hewlett-Packard® models. Sheet dimensions are: 8.5”x 11”, 11” x 17”, 13” x 19” and 17” x 22”.

“Artists rely on substrates to achieve the desired overall impact of their work,” said Wendi West, digital art product manager at InteliCoat Technologies. “As a world-class precision coater of papers and films for digital imaging, we understand the importance of substrate characteristics such as texture, brightness, archival quality, consistency and reliability.”

West continued, “Over the last several years we have been learning what the artistic community wants and expects of its digital ink jet substrates. InteliCoat has achieved success applying ink jet receiver coatings to fine art and photo art substrates while retaining the integrity of the surface texture and maintaining an acid-free, optical brightener-free imaging surface. We’re also looking at media to address the unique needs of these two communities. For example, for photo artists we have developed ‘smooth surface’ papers that reproduce crisp images with very little texture. For fine artists we offer both smooth and highly textured fine art paper as well as matte and glossy canvas to provide additional depth and character to their inkjet reproductions.”

The Magiclée media line features the following choices:

Presentation Grade Matte Paper

132gsm **coated matte** paper - DMPG132

170gsm **coated matte** paper - DMPG170

228gsm **latex-saturated** paper - MURAL-PRO

Fine art paper

225gsm **textured** 100% acid-free 100% cotton paper - Arches® by Magic 225T

225gsm **smooth** 100% acid-free 100% cotton paper - Arches® by Magic 225S**

Photo art paper

185gsm **smooth** paper - FAP185S**

300gsm **smooth** paper - FAP300S**

Photobase

8 mil **lustre** fast-drying resin-coated paper - DMPDQU-L

8 mil **glossy** fast-drying resin-coated paper - DMPDQU-G

10 mil **lustre** fast-drying resin-coated paper - DMPDQ2-L

10 mil **glossy** fast-drying resin-coated paper - DMPDQ2-G

Canvas

17 mil **poly/cotton blend** matte acid-free pigment ink canvas - DMCVM17UV

19 mil **poly/cotton blend** glossy acid-free pigment ink canvas - DMCVH19UV**

20 mil **100% cotton** glossy dye ink canvas - DMCVH20

20 mil **100% cotton** matte acid-free pigment ink canvas - DMCVM20UV

***denotes new products*

For more information about the Magic Magiclée line, to request samples, to download ICC profiles, or to locate authorized Magiclée distributors and receive price information, visit our Website at www.magicinkjet.com.

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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 five 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.