



FOR IMMEDIATE RELEASE

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**INTELICOAT MAGICLEE® SIENA 250L PHOTO PAPER HONORED
WITH DIGITAL IMAGING MARKETING ASSOCIATION (DIMA)
DIGITAL PRINTER SHOOT-OUT AWARD
AT THE PMA 2006 INTERNATIONAL CONVENTION AND TRADE SHOW**



ORLANDO, FL, February 27, 2006 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced that its Magiclée® brand Siena 250L photobase paper received a DIMA Printer Shoot-Out Award in the category of “Media, 13” x 19” Cut-Sheets.” Winners, to be displayed during PMA® 2006, were chosen from 95 prints entered by 30 companies. A panel of expert judges voted on the entries, based on the overall quality of the digital print and the accuracy of color as compared to the “target” print. The panel of judges was comprised of well-respected names in the industry, including **Helene DeLillo, Nick Lena** and **Richard Lerner**. Judging for the event took place at **GTI Graphic Technology Inc.**, Newburgh, N.Y., which donated the space and 5,000k lighting environment.

Magiclée Siena 250L is a resin-coated photobase paper for high-speed, thermal and piezo water-based inkjet printer systems using dye and pigmented inks. The universal coating provides vibrant colors and instant dry times, even with pigmented inks. This product will produce long-lasting, stable, ink jet images never before possible with dye-only compatible media. Siena 250 photobase papers are available in both gloss and lustre finishes. The winning entry was printed using the Magiclée® RIP™ powered by ErgoSoft StudioPrint™ with an Epson Stylus Pro 4800 (K3 inks with Photo Black).

“All of us at InteliCoat and ErgoSoft are thrilled to have earned this imaging award for the DIMA Printer Shoot-Out,” said Ed McCarron, InteliCoat’s marketing manager for digital imaging. “It is a terrific testament to the imaging capability of the matched set of Magiclée media and RIP by ErgoSoft.”

For more information about Magiclée Siena 250L or other Magiclée brand media, call 800-628-8604 or visit the website at www.magicleeinkjet.com, where free sample rolls may be requested.

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The Magiclée® brand consists of an array of digital imaging media products for fine art printing 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.