



For Immediate Release

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MAGIC® GFPHOTO PSA
ANOTHER INNOVATIVE PRODUCT FROM
INTELICOAT® TECHNOLOGIES

SOUTH HADLEY, MA. June 28, 2007 – InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, is pleased to announce the introduction of Magic® GFPHOTO PSA, a photorealistic paper with a permanent, pressure-sensitive adhesive coating for solvent and eco-solvent ink jet printers.

Building on the success of its Magic GFPHOTO product, Magic GFPHOTO PSA is ideal for high-resolution glossy posters and displays. The paper's specialty coating offers a high degree of whiteness and excellent color gamut with an extremely smooth surface for high photographic resolution. The pressure-sensitive adhesive coating allows for easy application to mounting materials – the perfect solution for short-term, high quality rigid displays and POS graphics.

For more information about Magic GFPHOTO PSA or other Magic brand digital imaging 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® brand consists 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.