



FOR IMMEDIATE RELEASE

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**INTELICOAT TECHNOLOGIES® INTRODUCES
6.7 MIL MAGICLÉE® NOVARA™ BACKLIT FILM FOR CANON AND EPSON PRINTERS**

SOUTH HADLEY, Mass., October 18, 2007 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for imaging technologies, today announced the introduction of Magiclée® brand **NOVARA BACKLIT FILM, a 6.7 mil polyester film compatible with Epson and Canon printers.**

MAGICLEE NOVARA BACKLIT has a unique coating that is compatible with pigmented inks. Direct imaging on the front (matte) surface yields images with maximum ink density, vivid color and high image resolution for backlit viewing in both indoor and outdoor applications. “We are very excited to offer a backlit solution specific to the Epson/Canon printers, as this is an unmet need in the market today.” said Jennifer Chagnon, product manager, digital imaging for InteliCoat.

The combination of Magiclée Novara backlit film’s waterfast coating with pigmented inks makes it ideal for outdoor signage, with or without backlighting. For best results with Epson printers, use with matte black inks. As with all Magiclée brand products, NOVARA™ is manufactured under strict quality standards that ensure the type of consistent performance required for demanding art and photo reproduction applications.

NOVARA BACKLIT FILM is immediately available in the following sizes:

| 6.7 MIL, NOVARA BACKLIT FILM FOR EPSON AND CANON PRINTERS | | |
|--|-------------------|-------------|
| SIZE | LIST PRICE | PART |
| 17” X 10 FT | \$17.08 | 69574 |
| 17” X 100 FT | \$170.84 | 69576 |
| 24” X 100 FT | \$241.43 | 69578 |
| 36” X 100 FT | \$362.01 | 69580 |
| 44” X 100 FT | \$440.58 | 69582 |

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

For more information about Magiclée brand Digital Fine Art and Photo media, call 800-628-8604 or visit the web site at **www.magicleeinkjet.com**, where free sample rolls may be requested.

About Magiclée®

The Magiclée® brand consists of an array of digital imaging media products for use in digital fine art and photographic applications manufactured and marketed globally by InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging technologies. The company's products include: imaging substrates for graphics, desktop, proofing, and design engineering applications. 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 Partner company.