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INTELICOAT TECHNOLOGIES® ADDS NEW PALERMO™ GLOSSY WHITE FILM TO THE MAGIC® AND MAGICLEE® PRODUCT LINES

SOUTH HADLEY, Mass., July 18, 2007 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced the introduction of PALERMO™ WHITE FILM – a premium, universal, glossy white polyester film for use with both aqueous pigment and dye ink printers. Palermo is both durable and tear-resistant, and the ink jet coating accepts most dye-based and pigment OEM inks.

Palermo White Film provides a high contrast white background which results in vibrant, high resolution images, making it ideal for POP signs and displays as well as graphic panels for exhibits and trade shows.

“InteliCoat is very excited about Palermo White Film, said Jennifer Chagnon, Product Manager, digital imaging for InteliCoat. “Dye/pigment media options like the Palermo™ White Film offer flexible solutions for aqueous printing platforms. The high densities and quick dry times are sure to be a benefit in both the sign and the fine art markets.”

Palermo™ White Film is available in the following sizes and trade prices:

PALERMO - 4 mil GLOSSY WHITE FILM		
Size	Part Number	Trade Price
36" x 10'	69308	\$24.02
24" x 100'	69309	\$159.12
36" x 100'	69310	\$238.42
42" x 100'	69311	\$278.33
50" x 100'	69312	\$331.58
54" x 100'	69313	\$357.62
60" x 100'	69314	\$397.54

** For actual prices, please call an authorized Magic or Magiclée reseller.*

For more information about Palermo™ White Film and other Magic and Magiclée brand media, please call 800-628-8604 or visit one of the IntelliCoat websites at www.magicinkjet.com or www.magicleeinkjet.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 IntelliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies. The Magiclée brand includes a range of digital imaging substrates suitable for use in the fine art market. 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, ceramic passive components; high temperature, conductive and shielding tapes; conductive films; and microfilm. IntelliCoat 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. IntelliCoat is a Sun Capital Partner company.