



**FOR IMMEDIATE RELEASE**

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**INTELICOAT TECHNOLOGIES® ADDS NEW UNIVERSAL MATTE  
PHOTOREALISTIC PAPER TO SOLVENT INK JET MEDIA LINE**

**SOUTH HADLEY, Mass., March 8, 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 Magic® Total-Photo™ M, a universal, matte, photorealistic paper for use on both aqueous pigment & dye as well as solvent & eco-solvent printers. The ultra-smooth matte surface, combined with high ink saturation, provides a rich density that yields photorealistic images. The high-caliper and sealed-base sheet eliminates cockle and promotes easy handling during lamination, framing and mounting. Total-Photo M is ideal for photo reproduction, P.O.S. graphics, premium indoor signs and posters.

Magic® Total-Photo M™ matte photo paper is constructed with a specialized coating that offers a true universal printing surface and produces matte, photo-quality images on aqueous systems such as HP DesignJet® and Epson Stylus® series printers. It also offers excellent image performance on solvent and eco-solvent printers and can handle the high ink saturation without bleed or cockle.

“InteliCoat is continually evolving our Magic ink jet media line to add value for our customers and to help digital printers take advantage of new, more profitable applications,” said Ed McCarron, director of marketing, digital imaging for InteliCoat. “Universal media options like the Total Photo™ M offer a single solution for multiple printing platforms. This feature presents many benefits to both distributors and end-users who work with or support both aqueous and solvent printing systems.”

Magic® Total-Photo™ M is available in the following sizes and trade prices:

<b>Magic Total-Photo M, Universal Matte Photorealistic Paper</b>		
Size	Part Number	Trade Price*
36" x 10'	68974	\$10.38
36" x 100'	68975	\$103.85
44" x 100'	68977	\$127.04
50" x 100'	68978	\$144.00
50" x 300'	68980	\$432.35
60" X 100'	68981	\$173.08
60" X 300'	68982	\$519.23

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

For more information about Magic Total-Photo M and other Magic brand media, call 800-628-8604 or visit the website at [www.magicinkjet.com](http://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, ceramic passive components; 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.*