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**INTELICOAT TECHNOLOGIES RECEIVES 2009 HOT ONE AWARD FOR
MAGICLÉE® VERONA 300 RAG**

SOUTH HADLEY, Mass., March 4, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that its Magiclée® Verona 300 RAG received the prestigious 2009 Hot One Award from *Professional Photographer* magazine.

Magiclée Verona 300 RAG is a high definition rag paper with a super-smooth surface which allows for extremely vibrant colors as well as beautifully defined blacks and gray tones. This 300-gram, extra smooth, matte finish, 100% cotton rag paper is designed specifically for fine art applications. Verona 300 RAG has a water-resistant coating free of optical brighteners and is designed for use with dye, pigment, thermal and piezo printers.

“Now in its tenth year, The Hot One Award honors photography’s best new products for professional applications,” said Jeff Kent, Hot One editor. “The judges chose Magiclée Verona 300 Rag matte paper for its clean, sharp image reproduction and exceptional color gamut.”

As with all Magiclée brand products, Magiclée Verona 300 RAG is manufactured under strict quality standards that ensure the type of consistent performance required for demanding art and photo reproduction applications. InteliCoat combines state-of-the-art ink jet technology with years of experience in the digital imaging market. As a pioneer of ink jet coatings, InteliCoat has the experience, manufacturing capabilities, technical expertise, and product knowledge to deliver consistent, reliable, high quality products that the artistic and photo markets demand.

“InteliCoat aims to raise the bar for quality expectations in the fine art and photo industry,” said Jennifer Chagnon, Product Manager, InteliCoat Technologies. “Receiving the prestigious 2009 Hot One Award validates that the print performance of Verona 300 RAG is unmatched in the marketplace today.”

For more information on Magiclée brand papers from InteliCoat Technologies, visit www.magicleeinkjet.com.

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As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, InteliCoat Technologies® has earned a reputation for producing innovative products for the wide format printing market, including the award-winning Magic® brand portfolio of digital imaging media, the Magiclée® brand of digital fine art and specialty media, Museo® brand digital fine art media and the JetSet® brand of products for the CAD market. InteliCoat is dedicated to conducting its business with maximum sensitivity to environmental compliance and concern as part of the company’s commitment to continually improving its environmental performance at all levels. 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 Partners company.