



FOR IMMEDIATE RELEASE

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**INTELICOAT TECHNOLOGIES® PARTNERS WITH CLEARSTAR® TO OFFER THE
FIRST COMPLETE, FINISHED SOLUTION TO THE DIGITAL FINE ART AND PHOTO
MARKET**

***Magiclée® Torino 17M Ink Jet Stretch Canvas with ClearShield® Type C™ Gloss Liquid
Laminate Features Unmatched Image Stability***

SOUTH HADLEY, Mass., January 27, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that it has partnered with Clearstar® to offer the first complete, finished solution to the digital fine art and photo market – Magiclée® Torino 17M canvas with ClearShield® Type C™ gloss liquid laminate. Subjected to extensive aging tests by a reputable testing lab, the fail-safe, matched-component solution guarantees archivability of the finished product, not just of the canvas itself.

A 17 mil poly/cotton canvas backed with the distinguished Wilhelm Imaging Research approval of 100+ years archival rating*, Torino 17M has been serving the digital inkjet industry for over 10 years. According to findings from the aging tests, samples of Torino 17M protected with ClearShield Type C gloss liquid laminate have successfully completed light fade testing under cool fluorescent light, 50K lux**. The results indicate that the projected display lifetime is greater than 102 years when printed with a Canon® iPF™ 8000 and 89 years when printed with an Epson® Stylus Pro™ 9800.

Printer	Ink	Image Stability
Canon® iPF™ 8000	Canon Lucia Inks	102 years**
Epson® Stylus Pro™ 9800	Epson UltraChrome K3 Inks	89 years**

“Despite

already

having archival documentation, InteliCoat strived to take Torino 17M one step further in order to deliver a guaranteed, finished solution to the digital fine art and photo market,” said Jennifer Chagnon, product manager at InteliCoat Technologies. “As a result of the testing, we can not only certify the Torino 17M canvas, but we can also certify our canvas when it is finished with the ClearShield Type C Gloss topcoat from Clearstar. This means that fine artists and photographers can be confident that prints produced with this method will last for generations to come.”

Additional image stability data on printed, unfinished canvas below:

Printer	Ink	Image Stability
HP Design Jet®5000	Pigment	100+ years*
Encad Novajet®700	Pigment	100+ years*
Epson Stylus®10,000	Pigment	100+ years*

For documented results or more information about Magiclée brand media, call 800-628-8604 or visit the web site at www.magicleeinkjet.com.

** In 2001, Wilhelm Imaging Research lightfast testing results were published as “lasting longer than 100 years”.*

*** Data from independent tests performed at the Image Permanence Institute at the Rochester Institute of Technology.*

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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.