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MUSEO® FINE ART TO UNVEIL MUSEO® TEXTURED RAG™ DIGITAL WATERCOLOR PAPER AT PHOTOPLUS EXPO

SOUTH HADLEY, Mass., October 21, 2008 – Museo® Fine Art, the preeminent brand of digital fine art media from InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging applications, today announced that it will be unveiling Museo Textured Rag™ digital fine art watercolor paper at the PhotoPlus Expo taking place from October 23 -25, 2008 at the Jacob Javits Center in New York City.

Like all Museo papers, Museo Textured Rag is long lasting 100% cotton and acid free. With a texture reminiscent of old world cold press watercolor paper, Museo Textured Rag has been enhanced with an ink receptive layer that allows for the most vivid images possible. Museo Textured Rag is ideal for art reproductions, fine art photo printing, portfolios, exhibition prints, portraits and sepia prints.

“Museo Textured Rag provides added character and distinction when digitally reproducing fine works of art, or personally crafting a digital original,” said David Williams, sales and marketing manager for Museo Fine Art. “We feel that this is certainly no ordinary paper; with its substantial weight and surface topography, it is designed to provide a high level of tactile sensation for both the hand as well as the eye.”

For more information on Museo brand papers, visit <http://www.MuseoFineArt.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 ink jet 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.