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**MUSEO® MAX™ ARCHIVAL FINE ART PAPER FOR DIGITAL PRINTING NOW
AVAILABLE IN 60” ROLLS**

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 its popular Museo MAX™ archival digital fine art paper will now be available in 60” rolls (60” x 50”) on 3” cores.

Designed for fine art and photographic printmaking, Museo MAX sets the standard for fine art papers. The 100% cotton paper is optimized for pigmented inks and is ideal for art reproductions, color and black & white printing, portraits, graphics, and sepia prints. Crafted to archival standards, Museo MAX is designed to enable users to achieve maximum density and color gamut while maintaining fine detail and an extended tonal range, with a color gamut larger than any other fine art paper currently on the market.

“With the growing placement of 60” and 64” printers, our customers have been requesting larger sizes, and we are pleased to be able offer our popular Museo MAX product in 60” rolls to meet this demand,” said David Williams, sales and marketing manager for Museo Fine Art. “Museo users will now have the opportunity to use a product they know and trust for even larger projects.”

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.