



For Immediate Release

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**INTELICOAT TECHNOLOGIES EXPANDS PIGMENT-COMPATIBLE INK JET MEDIA LINE WITH NEW MAGIC®
DMPG190 C2S**

SOUTH HADLEY, Mass., August 11, 2005 – InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced the expansion of the Magic® media line for aqueous ink jet printing systems with the introduction of Magic DMPG 190 C2S, a 2 sided heavy weight coated matte presentation paper designed specifically for 2 sided media and proofing applications. The 190 Gram paper offers high opacity, bright white appearance, and optimal color gamut. Full-color images print cleanly and crisply, even with ink saturation levels up to 200%. Fast dry times and easy lamination make this paper an excellent choice for 2 sided applications.

“There is increasing demand for high-performance media with two-sided printing capabilities,” said Ed McCarron, marketing manager at InteliCoat Technologies. “By continuing to deliver innovative media products for this printing technology, InteliCoat is giving its customers the opportunity to pursue more profitable jobs and to grow their businesses.”

DMPG190 C2S is immediately available in the following sizes:

Magic DMPG190 C2S		
Size	Part Number	Trade Price
36" x 10'	20440	\$7.77
36" x 90'	20441	\$49.69
42" x 90'	20442	\$57.92
50" x 90'	20443	\$74.69

** For actual prices, call an authorized Magic reseller*

For more information about Magic® brand media, call 800-628-8604 or visit the web site at 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; optical films for displays; 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.