



FOR IMMEDIATE RELEASE

Contact *Jill Anderson*
SVM Public Relations
401-490-9700
Jill.Anderson@svmpr.com

INTELICOAT TECHNOLOGIES® ADDS FAB-TAC™ WITH REPOSITIONABLE ADHESIVE TO THE MAGIC® AND MAGICLEE® BRAND PRODUCT LINES

SOUTH HADLEY, MA, October 24, 2007 – InteliCoat Technologies, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging technologies, announced today the introduction of a new product, **FAB-TAC™** – an 8mil, 100% polyester fabric with a low-tack, non-permanent, pressure-sensitive adhesive that allows the product to be reused and reapplied.

FAB-TAC is a durable, repositionable fabric that is ideal for flags, displays, window decorations, window backlit and wall murals. The universal coating on the product offers a high degree of whiteness and color gamut for quality images on aqueous ink jet printers such as the HP DesignJet® and the Epson Stylus® series printers.

“There is increasing demand for fabrics in the marketplace, and InteliCoat will continue to develop and introduce new and innovative textiles to meet that demand,” said Cindy Coughlin, product manager, digital imaging at InteliCoat Technologies. “We are excited to introduce this versatile new product that will give our customers the opportunity to grow their business.”

Below are available sizes and pricing.

<u>FAB-TAC™ LOW TACK PSA 8 MIL FABRIC</u>		
<u>Part Number</u>	<u>Size</u>	<u>List Price</u>
69516	36INX10FT	\$52.96
69528	36INX100FT	\$346.75
69532	50INX100FT	\$478.48

** For actual prices, please call an authorized Magic or Magiclée reseller.*

For more information regarding FAB-TAC or any other InteliCoat digital imaging products, please visit the Magic brand website at www.magicinkjet.com, where free sample rolls may be requested.

###

About Magic® and Magiclée®

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 digital imaging technologies. The Magiclée brand includes a range of digital imaging substrates suitable for use in the fine art market. The company's products include: imaging substrates for graphics, desktop, proofing, and design engineering applications. 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 Partner company.