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INTELICOAT TECHNOLOGIES® UNVEILS REDESIGNED MAGIC® BRAND WEBSITE

SOUTH HADLEY, MA, December 3, 2007 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging technologies, today announced the launch of a newly designed Magic® brand website at www.magicinkjet.com. Created with the goal of increased ease-of-use, the new website is a fast and efficient tool for dealers and end-user customers to find essential technical information.

The redesigned Magic brand website requires fewer clicks to access information, including the industry’s largest database of ICC profiles for color management, specific product information, and identification of groups of products that fit into application categories, as well as an improved dealer locator feature. Access to information about InteliCoat’s other two brands; Magiclée® Fine Art and Photo papers, and Jet Set® CAD products are also located at the upgraded magicinkjet.com website.

“InteliCoat has upheld its commitment to deliver the utmost in customer satisfaction throughout our 75-year history,” said Ed McCarron, director of marketing, digital imaging at InteliCoat. “We redesigned the Magic brand website with the goal of dramatically improving the ease with which our customers, partners and potential consumers can gather information to help them produce optimized applications and output.”

For more information regarding InteliCoat’s digital imaging products or to view the new and improved website, please visit www.magicinkjet.com.

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About InteliCoat Technologies,

InteliCoat Technologies is a global leader in the manufacture and marketing of digital imaging media, including the market-leading Magic® brand of wide format aqueous and solvent ink jet media for OEM, dealer and private label customers. Headquartered in South Hadley, Massachusetts, InteliCoat operates two manufacturing facilities in the United States with sales and marketing operations in Australia, the Netherlands, North and South America. InteliCoat is an affiliate of Sun Capital Partners, a leading private investment firm specializing in leveraged buyouts and investments in market-leading companies.