



**For Immediate Release**

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**INTELICOAT TECHNOLOGIES® EXPANDS ITS POPULAR POSPRO+ INK JET MEDIA  
PRODUCT LINE WITH NEW MAGIC® POS PRO+ GS 200™**

**SOUTH HADLEY, Mass., August 13, 2008** – 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 POSPRO+ product line with the introduction of **MAGIC POS PRO+ GS 200**. POS PRO+ GS 200 is a glossy, 10 mil, printable, anti-curl, blackout film that is a cost-effective solution for indoor applications such as promotional roll-up signage and point-of-sale applications.

MAGIC POS PRO+ GS 200 offers high image quality and durability and is specifically designed for solvent and eco-solvent printing systems. It is the latest addition to the well known, high performing PosPro+ product family and offers a glossy alternative for banner stand applications. It is fast drying, scratch resistant and has a high level of rigidity which allows the product to remain flat for an extended period of time, allowing for multiple uses of the same graphic.

“The original POSPRO+ product line, launched in 2005, has been such an asset to the banner stand and trade show graphics print community that we decided to expand upon the concept.” says Jennifer Chagnon, Product Manager for Intelicoat Technologies. “Intelicoat thrives on being a contributor to innovative market solutions, and we will continue to build upon this product line with the intention of great success for the digital inkjet community.”

**MAGIC® POS PRO+ GS 200 is immediately available in the following sizes:**

<b>MAGIC POS PRO+ GS 200</b>		
<b>Size</b>	<b>Part Number</b>	<b>Trade Price</b>
36" x 10'	70039	\$29.36
36" x 100'	69910	\$295.31
50" x 100'	70041	\$407.81

*\* 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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*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 photo paper, Museo® 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.*