



For Immediate Release

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**INTELICOAT TECHNOLOGIES® TO ADD TWO NEW PHOTO BASE PRODUCTS TO ITS
MAGIC®/MAGICLÉE® PRODUCT LINES**

SOUTH HADLEY, Mass., October 15, 2008 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging applications, today announced that it will be expanding its photobase product lines with two product additions: Magic® / Magiclée® Siena Pearl™ and Magic PhotoPro™.

“We are very excited to expand our photobase product line, as it is a rapidly growing segment of the ink jet media industry,” said Jennifer Chagnon, product manager at InteliCoat Technologies. “As always, InteliCoat strives to provide its dealer network with the key products they need to maintain a strong position in the marketplace.”

Magic/Magiclée Siena Pearl is the latest addition to the Siena line of photobase products. Siena Pearl is a 10.5 mil textured photobase that has a desirable “pearl” finish. Siena Pearl is compatible with thermal and piezo water-based ink jet printer systems, using either dye or pigment inks.

Magic PhotoPro is a 9.7 mil photobase with a satin finish. PhotoPro is compatible with thermal and piezo water-based ink jet printer systems, with dye or pigment inks.

The universal coating on these products provides vibrant colors and instant dry times, even with pigment inks, to produce long-lasting, stable, ink jet images.

Magic/Magiclée Siena Pearl and Magic PhotoPro will be available in late November in the following sizes:

Magic/Magiclée Siena Pearl		
Size	Part Number	List Price*
24" x 10'	70434	\$8.44
24" x 100'	70435	\$84.38
36" x 100'	70436	\$122.73
42" x 100'	70437	\$135.00

Magic PhotoPro		
Size	Part Number	List Price*
24" x 10'	70440	\$6.82
24" x 100'	70441	\$ 68.20
36" x 100'	70442	\$102.27
42" x 100'	70443	\$115.81
50" x 100'	70444	\$133.93

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

For more information about Magic brand and Magiclée brand media, call 800-628-8604 or visit the web site at www.magicinkjet.com or www.magicleeinkjet.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 specialty 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.