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**INTELICOAT TECHNOLOGIES® INTRODUCES NEW MAGICLÉE® VERONA 250 HD  
HIGH DEFINITION FINE ART PAPER**

**SOUTH HADLEY, MA. August 24, 2007** – InteliCoat Technologies, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging technologies, is pleased to announce the introduction of Verona 250 HD into the Magiclée® brand of fine art and photo papers for digital imaging.

Verona 250 HD is a high definition fine art paper that, when printed, offers clean, sharp images and an exceptional color gamut. This 250-gram smooth paper with a traditional matte finish is designed for digital fine art applications such as art reproductions and photographic printing. A natural white, 100% cotton, fine art paper, Verona 250 HD has a water-resistant coating that is free of optical brighteners. The product is designed for use with dye, pigment, thermal and piezo printers.

“With record high density and color gamut readings, we are confident Verona 250 HD will raise the bar in the marketplace for achieving truly vibrant colors, as well as beautifully defined blacks and gray tones,” said Cindy Coughlin, product manager, Digital Imaging for InteliCoat Technologies. “Verona 250 HD sets a new standard for excellence in the digital fine art market.”

Magiclée Verona 250 HD is available in the following sizes and list prices:

<b>Magiclée Verona 250 HD, High Definition Fine Art Paper</b>		
<b>Part Number</b>	<b>Size</b>	<b>Trade Price*</b>
69360	13" x 19", 50 sheets	\$145.57
69286	17" x 10', 3" core	\$49.29
69287	17" x 35', 3" core	\$84.22
69288	24" x 35', 3" core	\$119.35
69375	36" x 35', 3" core	\$180.14
69289	44" x 35', 3" core	\$218.61
69284	50" x 35', 3" core	\$247.76

For more information about Magiclée Verona 250 HD or other Magiclée brand digital fine art and photo imaging media, call 800-628-8604 or visit the web site at [www.magicinkjet.com](http://www.magicinkjet.com), where free sample rolls may be requested.

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*The Magiclée® brand includes a range of digital imaging substrates suitable for use in the fine art market which are manufactured and marketed globally by InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging technologies. InteliCoat's Magic® brand consists of an array of digital imaging media products for a broad variety of applications. The company's products include: imaging substrates for graphics, desktop, proofing, design engineering applications and more. InteliCoat operates two manufacturing facilities in the United States with sales and marketing operations in Europe, Latin America and Australia. Worldwide headquarters is in South Hadley, Massachusetts, USA. InteliCoat is a Sun Capital Partner company.*