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MAGIC® BRAND INTRODUCES NEW DMPB10C2S TWO-SIDE IMAGEABLE BANNER

New Banner Media is a Cost-effective, Labor-saving Alternative to Back-to-Back One-sided Banners...

SOUTH HADLEY, Mass, March 7, 2002 - Magic® brand announced today the introduction of the new DMPB10C2S universally-compatible, two-side polyethylene coated banner to its growing range of Magic ink jet banner media. The new banner allows both sides of the banner to be imaged and viewed, and is nearly half the cost of stitching one-sided banners back-to-back.

Ideal for outdoor and indoor banner applications, the universal printer and ink compatible 10 mil Magic DMPB10C2S banner features a matte, smooth surface, as well as quick dry times and superior imaging performance when printed with most thermal ink jet and water-based piezo printers. The product is well suited for retail store aisle banners, window or glass door signage, trade show or two-sided directional signs, and sidewalk signs.

"This new banner media provides a cost-effective, labor-saving solution for our customers who are looking for greater versatility in their media choices," said Lowell Strom, product manager at Rexam Image Products. "Magic DMPB10C2S saves both time and money, while providing quality and superior imaging characteristics where two-sided viewing is desired."

Magic DMPB10C2S is currently available in the following sizes and trade prices, with additional sizes coming soon.

Size	Part Number	Trade Price*
36" x 10'	45784	\$ 35.00
36" x 75'	45785	\$260.00
50" x 75'	46036	\$362.00

* For actual prices, call an authorized Magic reseller

For more information about DMPB10C2S or Magic brand media, call 800-628-8604 or visit our Web site at www.magicinkjet.com, where free sample rolls may be requested.

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The Magic brand consists of an array of digital imaging media products manufactured and marketed globally by Rexam Image Products, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies. The company's products include: imaging substrates for graphics, desktop, proofing, design engineering applications and information storage; electronic films for applications in printed wiring boards, flexible circuits, ceramic passive components; high temperature, conductive and shielding tapes; conductive films; weatherable films; and microfilm. Rexam Image Products has seven manufacturing facilities in the United States and Europe. Headquartered in Western Massachusetts in the U.S., Rexam Image Products is a wholly owned subsidiary of Rexam Inc., the U.S. division of Rexam PLC.