

FOR IMMEDIATE RELEASE

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MAGIC® BRAND INTRODUCES NEW AND IMPROVED DMPDQ2 GLOSS AND LUSTREMICROPOROUS 10 MIL PHOTOBASE PAPERS

Enhanced for Today's Most Demanding Thermal and Piezo Ink Jet Printers with Dye and Pigment Inks...

SOUTH HADLEY, Mass, March 7, 2002 - Magic® brand today announced the addition of new and improved gloss and lustre microporous photobase papers to its line of Magic brand photorealistic media products. DMPDQ2-G (gloss) and DMPDQ2-L (lustre) are the latest in next-generation 10 mil resin-coated microporous papers designed for high-speed, wide format display piezo or thermal ink jet printers equipped with either dye or UV stable pigment inks. Both dry instantly with most inks, enabling users to image on even the fastest new printers and laminate immediately afterwards.

DMPDQ2's polyethylene resin-coated base, combined with a revolutionary pigment compatible gloss and lustre ink jet coating, yields high-quality fade-resistant photorealistic images. Designed to prevent paper cockle and the possibility of head-strike when printing highly ink-saturated images, Magic's DMPDQ2 can be overlaminated with most cold laminates and most low-temperature hot laminates. For mounting purposes, the product is also compatible with heat activated and cold pressure-sensitive mounting adhesives.

Magic DMPDQ2 media is supported by a select but growing range of custom ICC color profiles that allow users to quickly and conveniently perform fundamental color calibration, taking into account their specific set of digital printing variables, including ink, printer and RIP. ICC color profiles and printer compatibility for the DMPDQ2 and other selected Magic ink jet media can be obtained at the Magic web site (www.magicinkjet.com).

"These new and improved products will produce long-lasting, stable, glossy ink jet images never before possible with dye-only compatible media," said Daniel Halkyard, marketing director for display media at Rexam Image Products. "The media's universal coating provides vibrant colors and instant dry times, even with pigment inks, allowing for glossy photographic ink jet prints that can be stored or displayed without fear of the image fading, like with older generation dye ink compatible papers."

Magic's new and improved microporous photobase papers will initially be available in the following sizes and list prices with wider widths to follow:

Size	Part Number	Trade Price*
Magic DMPDQ2 - G Gloss Microporous 10 mil Photobase Papers		
36" x 10'	46925	\$ 12.00
36" x 90'	46300	\$109.00
42" x 90'	46301	\$130.00
44" x 90'	46302	\$133.00
50" x 90'	46303	\$160.00
54" x 90'	46304	\$164.00
60" x 90'	46305	\$182.00
Magic DMPDQ2 - L Lustre Microporous 10 mil Photobase Papers		
36" x 10'	46926	\$ 12.00
36" x 90'	46306	\$109.00
42" x 90'	46307	\$130.00
44" x 90'	46308	\$133.00

50" x 90'	46309	\$160.00
54" x 90'	46310	\$164.00
60" x 90'	46311	\$182.00

* For actual prices, call an authorized Magic reseller

For additional information, including a complete listing of printers with which the DMPDQ2 papers are compatible, call 800-628-8604 or visit our Web site at www.magicinkjet.com.

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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.