

FOR IMMEDIATE RELEASE

Contacts: Jill Ryan/Tom Testa
Stauch Vetromile & Mitchell
401-438-0614
tomt@svmpr.com
jillr@svmpr.com

MAGIC® BRAND ADDS TWO NEW PRESSURE-SENSITIVE MEDIA OPTIONS

New Pressure-sensitive Polypropylene and Heavyweight Coated Matte Paper Offers More Lower-cost Adhesive Display Options...

SOUTH HADLEY, Mass, March 7, 2002 - Magic® brand announced today that it has added two new options to its range of pressure-sensitive media, Magic DMPPM7PSA pressure-sensitive polypropylene banner and Magic DMPG170PSA pressure-sensitive heavyweight coated matte paper. These new products provide easy-to-post, economical display media options for short-term promotional signage.

Magic DMPPM7PSA is an economical polypropylene banner with a permanent, pressure-sensitive adhesive. Ideal for indoor and outdoor applications where lamination is not required, DMPPM7PSA features a universal coating that is compatible with most piezo and thermal printer systems with either dye or pigment inks, and can be applied to a wide variety of flat, smooth surfaces.

Magic DMPG170PSA is a 170-gm/m² poster paper with a permanent, pressure sensitive adhesive. Ideal for posters and point-of-purchase displays, DMPG170PSA can be used with printer systems equipped with both dye and pigment ink sets. The combination of heavyweight paper and PSA coating reduces paper cockle when printed with heavy ink coverage, eliminates the need for a 2-sided mounting adhesive and provides easy handling during the mounting process.

"The expanding line of Magic brand pressure-sensitive adhesives shows our commitment to providing a wide variety of media options for our customer's applications," said Lowell Strom, product manager at Rexam Image Products. "The addition of these two new pressure-sensitive adhesive products provides our customers with easy one-stop shopping for a variety of media solutions."

The Magic brand family of pressure-sensitive products includes gloss vinyl DMVHA5, matte vinyl DMVLA5, clear polyester film DMCCF4, photobase papers DMPHA7 & DMPLA7, and matte cast vinyl DMCVLA3. ICC color management profiles for all Magic media can be found at www.magicinkjet.com, and are downloadable for specific RIP, printer, ink and media combinations.

The Magic products are currently available in the following sizes and trade prices:

Size	Part Number	Trade Price*
Magic DMPPM7PSA Pressure-Sensitive Polypropylene Banner		
36" x 10'	45542	\$ 21.50
36" x 60'	45543	\$129.00
50" x 60'	46389	\$179.20
Magic DMPG170PSA Pressure-Sensitive Imageable Poster Paper		
36" x 10'	45843	\$ 16.00
36" x 60'	45844	\$ 96.15
50" x 60'	46339	\$104.20

* For actual prices, call an authorized Magic reseller

For more information about DMPPM7PSA, DMPG170PSA or other Magic brand media alternatives, call 800-628-8604 or visit our Web site at www.magicinkjet.com.

###

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.