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REXAM EXPANDS MAGIC® MEDIA OFFERINGS FOR EPSON and HEWLETT-PACKARD PRINTERS

Announces 44" Widths On Magic® Ink Jet Products for the Epson 9000/9500 and 42" and 60" Widths for the New Hewlett-Packard 5000 Series Printers...

SOUTH HADLEY, MA, January 30, 2001 - Rexam Image Products, a worldwide leader in the manufacture of coated paper, films and specialty substrates, today announced an expansion of its popular Magic® ink jet product line for users of Epson 9000/9500 printers and Hewlett-Packard DesignJet® 5000 printers.

Five leading Magic products are now available in 44" widths for the Epson 9000/9500 printers. The new 44"-wide Magic products include: DMPG98 and DMPG132 coated matte presentation papers DMPS-EDEN semi-gloss, microporous, photorealistic media DMBP5 high-gloss backlit polyester film DMVLA5 matte calendered adhesive vinyl

Rexam's 44" products join an existing Magic line of 36" and 42" media designed for Epson 9000/9500 printers, which includes a variety of photobase papers, backlit films, canvas and cloth products, and banners. In addition, the company announced that many of its Magic products can be used on the Hewlett-Packard DesignJet 5000. After extensive testing, Rexam has determined that the majority of its Magic family of ink jet media is compatible with the HP DesignJet 5000. Added are several matte paper grades, photobase paper, films, canvas, polycloth, banner material, and PSA vinyl with adhesive available in 42" and 60" widths. A full compatibility chart, complete with recommended and alternative printer settings for optimum performance, is available from Rexam Magic authorized resellers or at www.magicinkjet.com.

"We want to ensure that Rexam customers can utilize the newest technologies available from printer manufacturers," said Lowell Strom, Rexam Image Products product manager. "As the demand for piezo printers continues to grow, Rexam will continue to develop the high-quality ink jet media products users need to keep pace in the marketplace. These latest products demonstrate our commitment to providing the means for customers to have flexibility in equipment yet still achieve the highest image quality possible."

Rexam Magic media options for the Epson 9000/9500 and the HP5000 series printers are available in the following widths, roll lengths and list prices:

SPECIFICATIONS:

Product	Size	Price
DMPG98	44" x 150'	\$ 62.50
DMPG98	44" x 300'	\$119.00
DMPG132	42" x 100'	\$ 85.00
DMPS EDEN	42" x 100'	\$139.00
DMPS EDEN	44" x 100'	\$145.50
DMPS EDEN	60" x 100'	\$198.50
DMBP5	42" x 100'	\$328.00
DMBP5	44" x 100'	\$360.00
DMBP5	60" x 100'	\$466.75
DMVLA5	42" x 40'	\$215.75
DMVLA5	44" x 40'	\$225.80
DMVLA5	60" x 40'	\$271.00

For more information about Rexam Magic products, call 800-628-8604 or visit the company's web site at www.magicinkjet.com.

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Rexam Image Products is a global 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 film for shielding and conductive uses and circuitry manufacturing; weatherable films; and microfilm. Rexam Image Products has seven manufacturing facilities in the United States and Europe. Headquartered in Western Massachusetts, Rexam Image Products is a wholly owned subsidiary of Rexam Inc., the U.S. division of Rexam PLC.