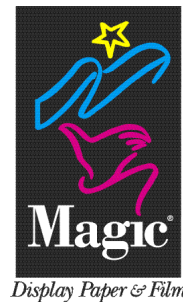


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**INTELICOAT TECHNOLOGIES EXPANDS SOLVENT INK JET MEDIA LINE
WITH NEW BACKLIT FILM AND ADHESIVE-BACKED POSTER PAPER**

SOUTH HADLEY, Mass., October 6, 2004 - InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced the expansion of the Magic® media line for solvent ink jet printing systems with the introduction of Magic SBL-7 and Magic GFIO140PSA. The addition of these two products to InteliCoat's solvent ink jet media portfolio further broadens the range of applications that can be created with this increasingly popular printing technology.

“Solvent ink jet printers that were originally designed and purchased for producing outdoor vinyl graphics are now capable of producing many of the same applications as aqueous ink jet printers,” said Ed McCarron, product manager at InteliCoat Technologies. “By continuing to deliver innovative new media options for this printing technology, InteliCoat is giving its customers the opportunity to pursue more profitable jobs with their solvent ink jet printers.”

Magic SBL-7, a universal backlit polyester film designed for solvent and eco-solvent ink jet printing systems, enables printer owners to produce high-end backlit displays. Designed to be printed on its front surface, SBL-7 works for both reflective and backlit displays, offering a bright white printing surface and water-resistant coating with

maximum ink density to ensure vivid colors and outstanding image resolution. An ideal solution for short-run, indoor or outdoor backlit signage, Magic SBL-7 prints at a fraction of the cost of traditional methods. Additionally, the media's 7-mil PET film construction gives Magic SBL-7 good rigidity for easy installation and removal from backlit frames.

Magic GFIOP140PSA is a first-in-its-class 140gsm adhesive-backed poster paper for grand format and solvent ink jet printers. Designed to meet the demands of high production solvent ink jet systems, this latex-saturated, wet strength paper features a smooth surface that offers exceptional print fidelity with a distinctive lustre finish, providing excellent image performance and outdoor durability. The permanent pressure-sensitive adhesive makes it easy to quickly produce and mount graphics and signs for short-term indoor or outdoor applications. GFIOP140PSA also offers customers without laminators the ability to produce mounted graphics.

The IntelliCoat Magic media line for solvent ink jet printers includes a number of innovative products, including: Magic GFCVM 17-mil, matte finish, artist stretch polyester / cotton blend canvas media; Magic GFPHOTO 6-mil glossy photorealistic paper ideal for high-resolution gloss posters and displays; and Magic GFVSF/SIJ, a 9-mil super high-strength banner media developed in partnership with Valéron Strength Films, in addition to many others.

Magic GFIOP140PSA and Magic SBL-7 are currently available at the following trade prices:

Magic GFIOP140PSA		
Size	Part Number	Trade Price*
36" x 15'	66051	\$13.85
36" x 90'	65227	\$83.08
54" x 90'	66052	\$124.62
54" x 500'	66226	\$641.25
60" x 90'	66053	\$138.46
60" x 500'	66227	\$712.50
Magic SBL-7		
Size	Part Number	Trade Price*

36" x 20'	66624	\$34.80
36" x 150'	66625	\$261.00
50" x 150'	66626	\$361.92
50" x 300'	66627	\$723.84
Magic SBL-7SIJ		
Size	Part Number	Trade Price*
36" x 20'	66628	\$34.80
36" x 100'	66629	\$174.00
50" x 100'	66630	\$241.28
Magic SBL-7AZ		
Size	Part Number	Trade Price*
50" x 20'	66631	\$48.33
50" x 100'	66632	\$241.28

** For actual prices, call an authorized Magic reseller*

For more information about Magic GFIOPI40PSA, Magic SBL-7 or other Magic brand media, call 800-628-8604 or visit the Web site at www.magicinkjet.com, where free sample rolls may be requested.

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The Magic and Azon brands consist of an array of digital imaging media products manufactured and marketed globally by InteliCoat Technologies, 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; optical films for displays; high temperature, conductive and shielding tapes; conductive films; and microfilm. InteliCoat operates four manufacturing facilities in the United States and Europe with sales and marketing operations in Australia, the Netherlands, the United Kingdom, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. InteliCoat is a Sun Capital Partner company.