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INTELICOAT INTRODUCES NEW MAGIC[®] BRAND HIGH-PERFORMANCE, LOW-COST, UNIVERSAL PHOTOREALISTIC INK-JET PAPER

*New **Poster-Pro** Semi-Gloss Paper Offers Excellent Price and Performance
for Indoor Signs, Posters, and POP Applications*

SOUTH HADLEY, Mass., October 15, 2002 - InteliCoat announced today the introduction of Magic[®] brand **Poster-Pro**, a 7-mil/200gm² semi-gloss photorealistic paper with a universal coating that is designed to work across a wide range of piezo and thermal ink jet printer platforms using dye inks. Exhibiting high whiteness and broad color gamut, this new low-cost photorealistic media is ideal for indoor signs, posters, and POP applications.

“Poster-Pro complements the broad line of Magic inkjet premium photobase and cost-effective photorealistic papers. It displays performance characteristics consistent with many premium photobases with the economy of mid-range coated matte papers,” said Dan Halkyard, marketing director for display products at InteliCoat Technologies. “Magic Poster-Pro delivers professional image quality to indoor poster and sign makers at a fraction of the cost of premium photo grades.”

Poster-Pro is a more robust, semi-gloss, coated paper choice to Magic’s globally well-received DMPS150 photorealistic media. DMPS150 is designed for end-users seeking an economical, medium caliper (5.6 mil) and weight (150gm²) media solely for thermal ink jet prints, while Poster-Pro works on both thermal and piezo ink jet printers using dye inks. Poster-Pro is ideal when the job calls for a glossier, heavier caliper (7.2 mil) and weight (200gm²) media.

Magic Poster-Pro's non-resin-coated, ultra-smooth ink jet coating provides a rich semi-gloss finish that can handle extreme ink loads – up to 400 percent – to achieve maximum color saturation. The combination of the coating and high caliper reduces paper cockle and eases handling during lamination. Poster-Pro is compatible with most popular thermal and piezo ink jet printers utilizing dye inks and is available in sizes up to 72" wide for ColorSpan® printer systems.

To optimize the output on Poster-Pro media, IntelliCoat offers ICC color profiles for selected RIP, ink and printer combinations at www.magicinkjet.com.

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

Magic Poster-Pro Semi-Gloss Photorealistic Paper		
Size	Part Number	Trade Price*
24"x100ft	20243	\$46.00
36"x10ft	20244	\$6.90
36"x100ft	20245	\$69.00
36" x 300ft	20246	\$198.00
42"x100ft	20247	\$80.50
50"x100ft	20248	\$95.83
50" x 300ft	20249	\$275.00
54"x100ft	20250	\$103.50
60"x100ft	20251	\$115.00
72"x100ft	20252	\$138.00

* For actual prices, call an authorized Magic reseller

For more information about Poster-Pro 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 IntelliCoat 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, ceramic passive components; high temperature, conductive and shielding tapes; conductive films; and microfilm. IntelliCoat operates six 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. IntelliCoat is a Sun Capital Partner company.