



**FOR IMMEDIATE RELEASE**

**Contact**    *Jill Colna*  
                  *SVM Public Relations*  
                  *401-490-9700*  
                  *Jill.Colna@svmpr.com*

**INTELICOAT MAGICLEE® VERONA 225S FINE ART PAPER HONORED  
WITH DIMA INNOVATIVE DIGITAL PRODUCT AWARD  
AT PMA 2006 INTERNATIONAL CONVENTION AND TRADE SHOW**

**ORLANDO, FL, February 27, 2006** – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced that its Magiclée® Verona 225S universal fine art paper for aqueous and solvent ink jet printing systems received the DIMA Innovative Digital Product Award. The DIMA Innovative Digital Product Award recognizes products or services utilizing new technologies and/or applications that make the product either distinct or the first of its kind. The award was announced at the Photo Marketing Association International (PMA) Trade Show, in Orlando, FL, February 26, 2006.

Magiclée Verona 225S is a 225-gram, smooth digital fine art paper with a traditional matte finish designed for fade-resistant reproductions. This natural white, 100% cellulose, fine art paper is designed with a water-resistant coating that is free of optical brighteners. Verona 225S universal fine art paper can be used with both aqueous and solvent ink jet printing systems.

“As a pioneer of ink jet coatings, InteliCoat has the experience, manufacturing capabilities, technical expertise and product knowledge to deliver consistent, reliable, high quality products that the artistic and photo markets demand,” said Ed McCarron, InteliCoat’s marketing manager for digital imaging. “We are pleased to continue to add cross-platform products that perform in both water-based and solvent environments to our Magic and Magiclée brands of digital imaging media.”

For more information about InteliCoat’s Magiclée Verona 225S or other Magiclée brand media, call 800-628-8604 or visit the website at [www.magicleeinkjet.com](http://www.magicleeinkjet.com), where free sample rolls may be requested.

###

*The Magiclée® brand consists of an array of digital imaging media products for fine art printing 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.*