



FOR IMMEDIATE RELEASE

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**INTELICOAT TECHNOLOGIES® ADDS
NEW DS100 HYBRID SUBLIMATION PAPER TO THE MAGIC® PRODUCT LINE**

SOUTH HADLEY, Mass., January 21, 2008 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging technologies, today announced the introduction of **MAGIC® DS100 HYBRID™ SUBLIMATION PAPER** – a 100 gsm Dye Sublimation Paper for aqueous piezo wide format printers equipped with dye sub inks – including Epson, Mimaki, Mutoh and Roland. **MAGIC® DS100 HYBRID** is an ink jet dye sublimation paper that results in high quality sublimation transfers to both rigid and textile substrates.

MAGIC® DS100 HYBRID brings new technological advances in release properties that allow one substrate to be used for all applications. This paper prints a wide gamut of vibrant colors, enhances the release of ink during the sublimation process and presents value over current papers being used in the market today. Some of the key product features include minimal paper cockle, quick dry times, no out-gassing, and 95-100% ink release.

“InteliCoat is very excited about **MAGIC® DS100 HYBRID**,” said Jennifer Chagnon, product manager, digital imaging for InteliCoat. “As the sublimation industry continues to grow, the demand for superior transfer papers grows with it. The biggest gap in the market has been the lack of a “hybrid” transfer paper – a paper that carries the unique release attributes that are relevant to both sides of the sublimation market, rigid and fabric. **MAGIC® DS100 HYBRID** brings a solution to this market frustration.”

MAGIC® DS100 HYBRID is available in the following sizes and trade prices:

MAGIC® DS100 HYBRID- DYE SUBLIMATION PAPER		
Size	Part Number	Trade Price \$
8.5 X 11 3 SH SAMPLE PK	20420	N/A
17" x 10'	20409	3.91
17" X 250'	20398	27.66
24" X 250'	20399	39.06
36" X 250'	20400	58.59
42" X 250'	20401	68.36
44" X 250'	20402	71.64
54" X 250'	20403	87.89
60" X 250'	20410	97.66
8.5 X 11 250 SHEET CASE	69884	25.39
13 X 19 100 SHEET CASE	69887	26.80

** For actual prices, please call an authorized Magic or Magiclée reseller.*

For more information about **MAGIC® DS100 HYBRID SUBLIMATION PAPER** and other InteliCoat digital imaging media, please call 800-628-8604 or visit the InteliCoat product website 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 InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging technologies. The company's products include: imaging substrates for graphics, desktop, proofing, and design engineering applications InteliCoat operates two manufacturing facilities in the United States, 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.