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**MUSEO® FINE ART SILVER RAG™ HONORED WITH  
DIGITAL IMAGING MARKETING ASSOCIATION (DIMA)  
DIGITAL PRINTER SHOOT-OUT AWARD AT PMA 2009**

**SOUTH HADLEY, Mass., March 3, 2009** – Museo® Fine Art, the preeminent brand of digital fine art media from InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging applications, today announced that its Museo® brand Silver Rag™ was honored with the “Media, 8.5-by-11 inches” category award in the 14<sup>th</sup> Annual DIMA Printer Shoot-Out Awards. Judged in a controlled lighting environment by a panel of expert judges, the DIMA Printer Shoot-Out Award winners were announced at this week’s PMA 2009 International Convention and Tradeshow.

“We’re thrilled that the Digital Imaging Marketing Association has recognized Museo Silver Rag with this prestigious award,” said David Williams, sales & marketing manager for Museo Fine Art. “This win reconfirms the strength of commitment to the fine art market by InteliCoat since adding the Museo range to its comprehensive portfolio of market leading products.”

Museo Silver Rag combines a first-of-its-kind coating with a long lasting 100% cotton, acid free furnish that enables photographic artists to print and preserve work in an unmatched way. With the look and feel of traditional fiber based (Baryta) photo paper and being optimized for pigmented inks, Museo Silver Rag brings out the best in black & white and color images, and delivers high Dmax and superior tonal range. Crafted to archival standards, Silver Rag paper is ideal for fine art photographic printing, including gallery exhibitions, limited edition prints, portraits and sepia prints.

In a related announcement, InteliCoat Technologies Magiclée® brand Verona 250 HD received the “Media, Matte Only” category award in the DIMA Printer Shoot-Out Awards.

For more information on Museo Fine Art papers from InteliCoat Technologies, visit

[www.MuseoFineArt.com](http://www.MuseoFineArt.com).

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*As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, InteliCoat Technologies® has earned a reputation for producing innovative products for the wide format printing market, including the award-winning Magic® brand portfolio of digital imaging media, the Magiclée® brand of digital fine art and specialty media, Museo® brand digital fine art media and the JetSet® brand of products for the CAD market. InteliCoat is dedicated to conducting its business with maximum sensitivity to environmental compliance and concern as part of the company’s commitment to continually improving its environmental performance at all levels. InteliCoat operates two manufacturing facilities in the United States, with sales and marketing operations in Australia, The Netherlands, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. InteliCoat is a Sun Capital Partners company.*