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**Contact**    *Jill Colna*  
                  *SVM Public Relations*  
                  401-490-9700  
                  [jill.colna@svmpr.com](mailto:jill.colna@svmpr.com)

**MUSEO® FINE ART SILVER RAG™ WINS DIGITAL IMAGING MARKETING ASSOCIATION (DIMA) DIGITAL PRINTER SHOOT-OUT AWARD AT PMA 2010**

*Silver Rag Recognized by DIMA for the Third Time in the Past Four Years*

**SOUTH HADLEY, Mass., February 22, 2010** – [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 [15<sup>th</sup> Annual DIMA Digital Printer Shoot-Out Awards](#). Judged in a controlled lighting environment at the headquarters of GTI Graphic Technology using D50 light temperature, the DIMA Digital Printer Shoot-Out Award winners were announced at this week’s [PMA 2010 International Convention and Tradeshow](#).

“It is a great honor that the Digital Imaging Marketing Association has yet again recognized Museo Silver Rag with this prestigious award,” said David Williams, Sales & Marketing Manager for Museo Fine Art. “The fact that Silver Rag has claimed top honors for the third time in the past four years speaks volumes about its superior quality. 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.”

Featuring a first-of-its-kind coating and 100% cotton furnish, the 300 gsm Museo Silver Rag combines the semi-gloss look of a traditional air dried fiber print with the feel of a fine cotton

paper and image quality rivaling market leading photo quality inkjet papers. Crafted to archival standards, Silver Rag paper is ideal for fine art photographic printing, including gallery exhibitions, limited edition prints, portraits and sepia prints. Additionally, Silver Rag contains no optical brighteners to ensure outstanding long-term base color stability, and is crafted in the U.S.A. to meet the demanding Library of Congress and ISO standards for permanence.

For more information on Museo Fine Art papers, 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, IntelliCoat 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. IntelliCoat 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. IntelliCoat 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. IntelliCoat is a Sun Capital Partners company.*