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**MUSEO® FINE ART SUPPORTS ELI REICHMAN PHOTOGRAPHY WITH
PHOTOGRAPHY WORKSHOP FOR CANCER PATIENTS**

SOUTH HADLEY, Mass., December 14, 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 its recent support for Eli Reichman Photography through the donation of its Museo brand digital fine art and photo papers for a photography workshop for teenagers stricken with cancer. Commissioned by the Midwest Chapter of the Leukemia & Lymphoma Society, the project consisted of a three session workshop covering photography, computer production of and inkjet output of photographs for a group of six participants ranging in age from 13 to 17.

With the goal of helping participants develop a photographic eye as a means of personal creative expression, Pulitzer Prize winner Eli Reichman developed the sessions to teach the teenagers about the entire photographic process – from learning about cameras and shooting photographs to working on digital files and printing photographs. As its contribution, Museo Fine Art donated samples of its popular Museo Portfolio Rag™, which were used to produce two 8 X 10 inch color prints of each participant’s photography, as well as several 16 X 20 inch prints for the participants and for inclusion in a small showing by the Leukemia & Lymphoma Society.

“Prior to the workshop, the majority of photographic prints the participants had seen were from a one hour photo store, so the Museo prints were very important,” said Eli Reichman, founder of Eli Reichman Photography. “Because of Museo Fine Art’s generous support, the participants,

most of who were still in treatment for their cancer or had recently completed treatments, worked with the highest quality inkjet paper to gain a sense of accomplishment. It was a pleasure sharing what I love to do with them and seeing how the experience changed the way they look at people and places.”

Museo Portfolio Rag combines an extra smooth cotton base with advanced coating, making it ideal for museum exhibition and portfolio prints that require exceptional gamut and tonal range. Like all Museo papers, Portfolio Rag meets Library of Congress and ISO archival standards, and is 100% cotton, internally buffered to prevent long term environmental acidification, and contains no optical brighteners which are known to fade over time. Museo papers are designed to meet the needs of the world’s top printers and photographers and are available in common roll and sheet sizes for small, medium, and wide format printing.

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