



**FOR IMMEDIATE RELEASE**

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**MUSEO® SILVER RAG™ DIGITAL FINE ART PAPER  
NOW AVAILABLE IN 60” ROLLS**

**SOUTH HADLEY, Mass., August 17, 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 popular Museo Silver Rag™ digital fine art paper will now be available in 60” rolls.

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. 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. Like all Museo Fine Art papers, 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.

“Our customers have been increasingly requesting bigger papers in order to meet the rising popularity of wider printers in the fine art photographic market,” said David Williams, Sales and Marketing Manager for Museo Fine Art. “By offering our popular Silver Rag product in 60” rolls, image makers, galleries and museums can achieve the unprecedented print density levels and tonal range that they’ve come to expect from Silver Rag, with the added advantage of producing larger projects.”

For more information on Museo brand papers, visit <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.*

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