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**INTELICOAT TECHNOLOGIES® ADDS MAGIC® POS PRO+ 400™ BLOCKOUT FILM TO THE POS PRO+ PRODUCT FAMILY**

**SOUTH HADLEY, October 7, 2009** – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today introduced Magic® POS PRO+ 400™ at the 2009 SGIA Expo. The most recent addition to InteliCoat’s popular POS PRO+ product family, the 16.2 mil printable, anti-curl blackout film achieves optimum design for long lasting, durable tradeshow graphics.

“Due to the popularity of the POS PRO+ product line, we are constantly receiving ideas for new and exciting additions,” said Jennifer Chagnon, product manager at InteliCoat Technologies. “We designed POS PRO+ 400 for use in tradeshow graphic applications where rigidity is key. Its high durability will enable customers utilizing all types of printing systems to realize success in the tradeshow arena.”

Achieving the optimum design for long lasting, durable graphics, POS PRO+ 400 was specifically created for universal printing, including aqueous, solvent, eco solvent and UV cure printing systems. The most rigid product within the POS PRO+ family of products, POS PRO+ 400 will replace POS PRO+300.

**Magic POS PRO+ 400 is now available in the following sizes:**

<b>Magic POS PRO+ 400</b> 16.2 MIL PRINTABLE, ANTI-CURL BLOCKOUT FILM		
Size	Part Number	Trade Price
24" X 10'	70795	\$33.22
36" X 10'	70796	\$53.09

36" X 100'	70797	\$496.78
50" X 100'	70798	\$692.06

Contact your Magic supplier to learn more about Magic brand products or view IntelliCoat's ink jet web site, [www.magicinkjet.com](http://www.magicinkjet.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.*