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**INTELICOAT TECHNOLOGIES® LAUNCHES “THE GREAT INTELICOAT - YANKEES GIVEAWAY” TO THE DIGITAL IMAGING COMMUNITY**

**SOUTH HADLEY, Mass., May 4, 2009** – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced “The Great InteliCoat - Yankees Giveaway” contest to reward InteliCoat customers for their loyalty. To be eligible for this opportunity, printers/printing companies must purchase at least \$2,000 worth of InteliCoat’s award-winning Magic®, Magiclée®, Museo®, JetSet® and Proof-It® products between May 1<sup>st</sup> and May 31<sup>st</sup>, 2009. The first 50 printers to meet this requirement will enjoy a major league baseball game from InteliCoat’s amazing seats in the Main Outdoor Level Suite at the new Yankees Stadium, located less than 20 rows from the field in section 122.

“InteliCoat is grateful for the support we’ve received from our loyal customer base over the course of our 75-year plus history, and we’re pleased to express our appreciation by offering our esteemed users the chance to get up close to the action,” said Meyer Weiss, Vice President, Digital Imaging at InteliCoat Technologies. “No matter what team is your favorite, the new Yankees Stadium is an iconic attraction for baseball lovers across the map, which promises an unforgettable experience for any baseball fan.”

Upon providing a copy of an invoice that shows the date purchased, date shipped, and total value of the order, as well as the submission of the required form available at [http://www.magicinkjet.com/pages\\_promotions\\_the\\_great\\_intelicoat\\_yankees\\_giveaway.html](http://www.magicinkjet.com/pages_promotions_the_great_intelicoat_yankees_giveaway.html), the first 50 printers who meet the minimum \$2,000 requirement will receive two complimentary

tickets. If \$4,000 or more is spent on InteliCoat products within the same timeframe, InteliCoat will provide the purchaser with four tickets. Only one submission may be made per company and InteliCoat reserves the right to use winners' names for publicity material as appropriate, including publication on the web.

While enjoying the game, winning companies are also encouraged to take pictures of the experience and submit their best photo to InteliCoat. The printer who captures the best image of attendees enjoying the game will be awarded the Best Picture Trophy.

For more information on this offer from InteliCoat Technologies or to see photos of the view from a few of the winning seats, please visit or [http://www.magicinkjet.com/pages\\_promotions\\_the\\_great\\_intelicoat\\_yankees\\_giveaway.html](http://www.magicinkjet.com/pages_promotions_the_great_intelicoat_yankees_giveaway.html) or <http://www.flickr.com/photos/intelicoatyankeescontest>

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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.*