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**Madico Introduces World's First High Definition Window Film**

*Advanced Ceramics Materials Clearest Available*

**SunScape Select Dealer Conference, Tahoe, NV – April 7, 2006** – Madico, Inc., one of the world's largest manufacturers of scientifically engineered window films, opened its "Reaching New Heights" SunScape Select™ Dealer Conference by introducing a new suite of high definition solar control films. Dubbed Madico Advanced Ceramics™, the visually acute product line dramatically reduces ultraviolet rays and solar heat gain while preserving the clearest glass imaginable.

According to Paul Panarisi, Madico's product manager for the Advanced Ceramics line, "Madico has continually set new standards in window film style and performance. We are pleased to meet our channel's demands for a versatile film that does not alter the appearance of the original glass while continuing to invest in future product development." Madico states its new film is appropriate for residential, commercial and automotive applications.

Madico will produce its Advanced Ceramics products using an innovative two-step process. A US-based partner will sputter the raw material, which Madico will then laminate in its Massachusetts manufacturing center. The company's director of sales and marketing, Tom Niziolek, added, "Madico has been advancing the science of lamination for nearly 50 years. We believe our refined process can add tremendous value to the finished product."

The announcement was made at the company's second annual dealer conference, a three-day event designed to update Madico's domestic dealers on various aspect of the window film industry. Educational tracks include insights into industry trends, sales and marketing techniques, and tips for enhanced client services. Corporate executives, industry spokespeople, and recognized authors will all present at the unique event.

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The company expects to begin shipping the premium products to qualified dealers in May of this year. In concert with its distribution partners, Madico will select dealers based on geographic and performance criteria. Pricing has not been determined.

### **About Madico Inc.**

Madico Inc. has been developing innovative materials for more than a century. An unrivaled commitment to research and development has enabled the company to pioneer a number of industry-first products and processes. Madico's cornerstone products are a suite of window films designed for virtually any application – view control, commercial and residential energy control, safety and security, and automotive. The company's corporate headquarters and manufacturing complex are located in Woburn, Massachusetts.

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