CATALINA GRAPHIC FILMS INCORPORATED

For Immediate Release

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Catalina Graphic Films Announces Launch of New Website

Calabasas Hills, California – April 23, 2012 – Catalina Graphic Films announces the official launch of the Company's new website at www.catalinagraphicfilms.com.

The site showcases the combined product lines of Catalina Graphic Films and Graphic Materials International (GMI), a sister company which merged with Catalina in September 2011.

Visitors to www.catalinagraphicfilms.com will now experience user-friendly navigation to all products within the Mojave Digital Media Family, Pressure-Sensitive Materials Core Products, Computer Cut Media Films and Accessory Tools.

Additionally, a Support drop-down menu offers all types of available sell sheets, instructions, materials safety data sheets (MSDS), as well as catalogs, brochures and logos.

The new site was developed from the ground up using the latest Internet and web technologies. The design reflects modern simplicity with clean lines and smooth menu transitions.

"Our goal was to provide a positive online experience where existing and new customers have access to any of our products such as Clear-Ad, Sign-Ad, Hi-Stat and Wall Graphics, quickly and conveniently," states Jeff Dworman, CEO of Catalina Graphic Films.

About Catalina Graphic Films

Catalina Graphic Films is a manufacturer of premium substrates for the Graphic Arts print market and is a Bronze Partner of DSCOOP (Digital Solutions Cooperative). For information, specification sheets or the nearest distributor, please visit our website at www.catalinagraphicfilms.com or call 800-333-3136.

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MOJAVE DIGITAL MEDIA

www.catalinagraphicfilms.com

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