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For Immediate Release

**UNIFOIL CORPORATION AND IGH SOLUTIONS CREATE
SPELLBINDING IML CUPS FOR 'NEW MOON' BLOCKBUSTER**

*Commercialization of new KRÖM™ IML drinkware
dazzles "Twilight Saga" fans at Hoyts cinemas*

Fairfield, New Jersey (March 3, 2010)—Unifoil Corporation, Fairfield, New Jersey (www.unifoil.com) and IGH Solutions, Inver Grove Heights, Minnesota (www.ighsolutions.com) recently partnered on the manufacture of dazzling IML (in-mold label) drinkware created as a promotional item for the *The Twilight Saga: New Moon* blockbuster screening at Hoyts (www.hoyts.com.au) theaters in Australia. The eye-catching *New Moon* cup, made with IGH Solutions's new metalized KRÖM™ IML cup technology, which incorporates Unifoil Corporation's patented and patents-pending silver metallic Ultralustre® technology, was offered for sale with a beverage at select Hoyts theaters and sold out. Creative teams at IGH Solutions and Hoyts collaborated on the design of the *New Moon* KRÖM™ IML cups. Hoyts is one of the largest cinema chains in Australia and New Zealand. IGH Solutions is a world leader in developing and delivering unique and innovative solutions centered around specialty and dimensional printing and related services. Unifoil Corporation is a global leader in the manufacture of metallized and holographic materials for packaging and printing.

"Hoyts wanted a promotional item that would bring to life a *New Moon* scene and capture the look of a spellbinding moonlight glow," explains Rosa Hermoza, product manager at IGH Solutions. "We worked closely with them to develop a cup design concept that would excite *Twilight Saga* fans and stir their imagination. The KRÖM™ IML cup with Ultralustre® has an exceptional metallic shimmer and smooth finish that create the illusion of an aura of moonlight. Also

important, the Ultralustre® process allowed us to maintain vivid essential brand colors, something not possible with metallic ink,” Hermoza says.

The IGH Solutions KRÖM™ cup with Ultralustre® technology debuted last year and immediately caught the eye of marketing managers, explains Joseph Funicelli, president and CEO of Unifoil Corporation. “It enhances branding in a unique way, not only with its enticing brilliant reflective aesthetic, but also because it allows consumers to hold and reuse the item, keeping the brand message visible and fresh.” For this application, Ultralustre® silver was used to decorate the cup in an in-mold process.

“Our customers want cutting-edge ideas for unique products,” says Hermoza. “We are pleased to have had the opportunity to introduce Hoyts to the KRÖM™ cup, see their customers respond so enthusiastically, and be a part of the *Twilight* phenomenon.”

Unifoil’s Ultralustre® metallization process can be used to produce distinctive super-bright holographic in-mold-label cups, in-mold labels, and in-mold decorated items made with polypropylene. It has excellent lay-flat qualities, registers perfectly, and resists static. It is available in metallic silver and gold and any custom or stock holographics.

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Caption: Unifoil Corporation and IGH Solutions recently partnered on the manufacture of dazzling IML (in-mold label) drinkware created as a promotional item for the *The Twilight Saga: New Moon* blockbuster.

About Unifoil Corporation

Unifoil Corporation is a leading global specialty converter of paper, board, synthetic paper, plastic, film, foil, and custom holographic and metallized substrates and an FSC, SFI®, and PEFC-certified company. Its recyclable packaging materials include Unilustre® and Holographic Unilustre® papers and board materials and patented and patents-pending Ultralustre® and Holographic Ultralustre® for IML, synthetic substrates and specialty applications, among others. The company has more than 40 years’ experience in coating, laminating, and metallizing, creating unique materials for packaging, printing, promotional, and gaming applications. Unifoil Corporation is located at 12 Daniel Road East, Fairfield, New Jersey 07004-2507. For information about Unifoil Corporation’s products and services, contact a product specialist at sales@unifoil.com; telephone 973-244-9900, fax 973-244-5555. Visit the Unifoil Corporation Web site at www.unifoil.com.

About IGH Solutions

IGH Solutions is a world leader in developing and delivering unique and innovative solutions centered around specialty and dimensional printing and related services. IGH Solutions serves as an umbrella over strategically located specialty print studios, sales offices and manufacturing facilities. The company has more than 30 years of printing experience and is the world’s leading provider of high quality lenticular large format and custom printed plastics. For more information on IGH Solutions, visit www.ighsolutions.com.