



Graphic Materials International, Inc.

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For Immediate Release

**GMI Announces Release of New and Improved
Version of Mojave Vehicle Wrap**

Calabasas Hills (March 24, 2009) - Graphic Materials International (GMI) announces the release of Mojave Vehicle Wrap SPMVW2, a new and improved version of GMI's vehicle wrap solution. Mojave Vehicle Wrap — a 2.0 mil. White Luster Cast Vinyl with a gray-pigmented repositionable adhesive on a 90# Stayflat liner — has an outdoor durability of up to seven (7) years unprinted.

Enhanced for use with solvent inkjet, as well as conventional and UV-curable screen inks, Mojave Vehicle Wrap utilizes accelerated graphic films technology for optimized color saturation and greater fade-resistance. Additionally, the liner is a unique textured liner that produces channels on the adhesive that help air release during application.

Ideally suited for large fleet and vehicle graphics, including application to irregular surface and marine applications, Mojave Vehicle wrap is removable with up to two years with heat. It is available in 30", 54" and 60" widths with 25 or 50 yard lengths.

Dennis Barbaro, Vice President Sales & Marketing states, "GMI's Mojave Vehicle Wrap solution uses advances in adhesive and release technology to give users greater agility when applying that ultimately results in greater overall performance throughout the lifetime of the graphic."

Mojave Vehicle Wrap is part of the Mojave Digital Media family of solvent print media which include Wall Graphics®, Walk-On Graphics®, window graphics, backlit media, magnetics, reflectives, transluents, banner media and other conventional vinyls for P.O.P. displays, exhibits & decals, as well as recommended overlaminates.

Mojave Vehicle Wrap comes with GMI's Matching Materials System Warranty when used in conjunction with GMI's recommended cast overlaminates.

ABOUT GMI

Celebrating over 20 years in the graphic arts and sign industry, Graphic Materials International (GMI) is part of a privately-held manufacturing company with locations in California, Nevada, Illinois and Georgia. GMI continues to be the innovative graphic solutions leader by offering media solutions that accommodate every aspect of the burgeoning computer-aided sign making and graphic arts market. A master converter of cast, calendared and specialty films used for these industries, GMI continues to value relationships with only the highest quality suppliers to meet increased company and customer requirements. GMI's Mojave Digital Media products are sold through highly qualified distribution channels worldwide.

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