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INTERTAPE POLYMER GROUP UNVEILS NEW CORPORATE BRANDING STRATEGY & WEBSITE

MONTREAL, QUEBEC and BRADENTON, FLORIDA (August 3, 2009) — Intertape Polymer Group Inc. ("Intertape" or the "Company") has unveiled a new corporate branding strategy for 2009 which is being driven throughout all of the Company's activities.

"Building and maintaining a strong brand and company image is critical for continued success," stated Greg Yull, President of the Tapes & Films Division. "We need to stand out as an indispensable supplier of choice. Intertape has developed a number of exciting new products recently, but that is only part of the game plan. We must communicate a consistent, recognizable market identity that serves as a unique long-term platform for our core vision and values."

In an effort to build and maintain a strong and consistent identity, a standardized branding plan for all printed collateral, presentations, tradeshow graphics, packaging and cores has been developed and is being rolled out. The corporate brand logo has been updated with a clean, classic design which reemphasizes the recognizable 'IPG' acronym within the industry. Sub-brands and product nomenclature are scheduled to become streamlined throughout all channels during the third quarter in order to create a strong, rationalized product portfolio.

New corporate website

"The existing corporate website has also undergone a complete make-over," explained Cindy Mogford, Director of Marketing Communications. "Not only has it taken on a new, modern look, it has been redesigned to become more functional and user-friendly." The site (www.itape.com) now offers a detailed listing and photos of all stock products, product look-up by type or by market, downloadable Technical Data Sheets, MSDS sheets and product literature, helpful product guides, information on IPG's LILI™ environmental stewardship program, and 24/7 access to a B2B Customer Center for pricing, order status, shipment tracking and more.

For more information regarding the Company's branding strategy and/or website, contact Cindy Mogford at cmogford@itape.com.

About Intertape Polymer Group

Intertape Polymer Group is a recognized leader in the development and manufacture of specialized polyolefin plastic and paper based packaging products and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Sarasota/Bradenton, Florida, the Company employs approximately 2,100 employees with operations in 17 locations, including 13 manufacturing facilities in North America and one in Europe.

Safe Harbor Statement

Certain statements and information included in this press release constitute forward-looking information within the meaning of applicable Canadian securities legislation and the Federal Private Securities Litigation Reform Act of 1995. Forward-looking statements may relate to the Company's future outlook and anticipated events, the Company's business, its operations, its financial condition or its results. Particularly, statements about the Company's objectives and strategies to achieve those objectives are forward-looking statements. While these statements are based on certain factors and assumptions which management considers to be reasonable based on information currently available to it, they may prove to be incorrect. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied in such forward-looking statements. The risks include, but are not limited to, the factors contained in the Company's filings with the Canadian securities regulators and the U.S. Securities and Exchange Commission. While the Company may elect to, it is under no obligation (and expressly disclaims any such obligation) and does not undertake to update or alter this information at any particular time.

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