



intertape polymer group™

NYSE SYMBOL: ITP
TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP ANNOUNCES WIND ENERGY FOCUS TEAM
Company to capitalize on ability to develop unique composite products

MONTREAL, QUEBEC and BRADENTON, FLORIDA (October 21, 2008) — Intertape Polymer Group ("Intertape" or the "Company") announces plans to launch new products for the wind power market. A focus team has been dedicated to develop tapes and films based on the needs of alternative energy markets such as wind power and solar. This new initiative comes as the global wind market is expected to continue rapid and strong growth. Studies indicate that the domestic U.S. market size for wind turbine components and systems will develop at a compound annual growth rate of 40% to reach \$60.9 billion in 2013. This represents an increase from the 2007 market value of \$7.9 billion and the estimated 2008 market value of \$11.2 billion. "Intertape is bringing important innovation to the rapidly evolving wind energy market. At Intertape, innovation and technology is what our company is built on. Navigating today's market requires experience and innovation," said Cindy Stoner, Intertape Market Manager.

Windmill blade manufacturing is complex and Intertape is unique in offering the industry products that are designed specifically for the composites industry. Intertape's most recent addition, Anchor Orange Mask, is an innovative performance masking tape designed to address the challenges facing composite manufacturing. Orange Mask is designed to perform with various chemicals used in molding environments. Traditional masking tapes do not provide adequate adhesion or proper resistance to solvents. New launches will include various tapes and films for manufacturers of wind blades, turbines and nacelle frames.

"We see opportunities to leverage our unique technical capabilities in support of the wind energy market. Intertape is unique in developing masking tapes for the composites industry, where as our competitors are marketing existing automotive products that simply don't address composite manufacturing requirements. We have the technology to respond to manufacturing techniques such as resin infusion and vacuum bagging with films and supplemental tapes," stated Dean Blockowitz, Intertape VP of Industrial Tapes.

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.

FOR INFORMATION CONTACT:

Cindy Stoner
Market Manager, Industrial Tape Products
Phone: 901-486-3323
cstoner@itape.com
www.intertapepolymer.com

Rick Leckner
MaisonBrison
(514) 731-0000