



intertape polymer group™

NYSE SYMBOL: ITP
TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP GOES GREEN WITH BIODEGRADABLE AIR PILLOWS **Underlines corporate commitment to environmental sustainability**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (November 24, 2008) — Intertape Polymer Group Inc. ("Intertape" or the "Company") today announced that it has added a biodegradable film to the iCushion™ Air Pillow Protective Packaging product offering as part of the Company's new environmental stewardship program, low environmental impact line (LILI).

"This product is the first in a line of new environmentally preferred products. We are slated to develop several more in the coming year," commented Shawn Nelson, Senior Vice President of Industrial Products for Intertape. "Intertape customers will enjoy the same degree of dependability and packaging protection they are accustomed to from Intertape's iCushion™ Air Pillow system with the peace of mind that comes from choosing an environmentally preferred product."

Another advantage of choosing an oxo-biodegradable film is the ease of recycling through mainstream recycling services. Although an unfortunate reality, not all products make it to recycling. An oxo-biodegradable air pillow that is discarded into the environment is much more likely to undergo the biodegradation process as it is exposed to oxygen, heat or sunlight. This act of biodegradation leaves only water, carbon dioxide, biomass and small quantities of minerals that will be assimilated into the ecosystem.

Low-Environmental Impact Line from Intertape (LILI)

Intertape is committed to further eliminating waste and to reducing the impact of its manufacturing process on the environment. The Company's focus in this regard extends to the environmental footprint of all products manufactured and marketed by Intertape. LILI increasingly involves the development of products that will allow Intertape's customers to also reduce their impact on the environment. This initiative speaks to Intertape's objective, in every aspect of the Company's operations, to seek all opportunities to minimize effects upon the environment. The goal is sustainability, and it is coming within reach.

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.



intertape polymer group™

FOR INFORMATION CONTACT: Mike Weston
Business Unit Manager, Protective Packaging
Phone: 941-531-4069
mweston@itape.com
www.intertapepolymer.com

MaisonBrison
Rick Leckner
(514) 731-0000