



intertape polymer group™

NYSE SYMBOL: ITP
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INTERTAPE POLYMER GROUP UNVEILS FLASHPAC™ FOAM-IN-BAG PROTECTIVE PACKAGING

MONTREAL, QUEBEC and BRADENTON, FLORIDA (December 3, 2008) — Intertape Polymer Group Inc. ("Intertape" or the "Company") today announced that its iCushion™ Protective Packaging line has introduced Flashpac™, the first of several line extensions.

Flashpac™ is a Foam-in-Bag protective cushion that produces form fit protective packaging material in a flash. Each Flashpac™ bag securely contains chemicals that are activated manually and, when mixed, form liquid polyurethane which quickly expands and solidifies to create custom-fit protection for a wide range of products. This application is perfect for packaging lines that require portability, packaging on demand, versatility in product dimensions, and maximum cushioning or blocking and bracing for valuable shipments. Flashpac™ bags expand up to 70 times their original volume and are generally lighter in weight than other paper and foam packaging. These bags thus consume less fuel and save on shipping costs. Flashpac™ addresses an estimated \$25 million dollar market.

Shawn Nelson, Senior Vice President of Intertape's Industrial division stated, "Flashpac allows us to expand our inside the box presence and complements the comprehensive line of packaging products manufactured and marketed by Intertape. The reliability and versatility of Flashpac™ offers consumers an efficient and economical packaging method to protect products of almost any size and weight."

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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