



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® INTRODUCES NEW GLOW-IN-THE-DARK HALLOWEEN DUCT TAPE DESIGNS

MONTREAL, QUEBEC and BRADENTON, FLORIDA (January 17, 2012) — Intertape Polymer Group ("IPG®", "Intertape" or the "Company"), a leading manufacturer of innovative pressure sensitive tape products, is launching a new line of Firefly™ brand glow-in-the-dark duct tapes for Halloween at the Halloween and Party Expo in Houston, Texas on January 28, 2012. The show features the industry's newest Halloween and party merchandise.

The unique new line of Halloween themed glow-in-the-dark duct tapes, which glow in total darkness after exposure to artificial or natural light, feature original designs named "Creepy Crawlies", "Halloween Haunts", and "Scaredy Cats". The tapes are ideal for crafts, decorating, labels, decals, special effects and hobbies. Also available with the assortment of tapes are customizable retail displays that hold up to 30 rolls. The displays will provide retailers with the opportunity to drive incremental sales and profits in the months leading up to Halloween.

"Retailers have been asking us to give them something new and different in tapes," said Tim Brown, VP of Consumer Sales. "A product people will find useful and fun, a product that will drive incremental sales. Glow-in-the-Dark Technology in duct tape provides that spin that's fun, different and delivers incremental sales."

For more information regarding IPG's glow in the dark printed duct tapes, contact Tim Brown at tbrown@itape.com.

About Intertape Polymer Group Inc.

Intertape Polymer Group Inc. 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 2,000 employees with operations in 16 locations, including 11 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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