

**INTERTAPE POLYMER GROUP ANNOUNCES IPLEDGE™ BUY AND TRY PROGRAM  
Supports Innovative Marine Industry Product Line**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (March 22, 2010) — Intertape Polymer Group ("IPG", "Intertape" or the "Company") announces their new iPledge™ Buy and Try program for the marine industry, designed to provide customers with measurable savings within 90 days!

IPG offers a comprehensive line of tapes and film products developed specifically for the marine industry. IPG's revolutionary product, Anchor® brand OrangeMask™, is an innovative performance masking tape designed to provide excellent adhesion to semi-permanent release agents. IPG is unique in developing masking tapes and film for the composites industry, while competitors are marketing existing automotive products that do not address composite manufacturing requirements.

"At IPG, our commitment to the customer is to help them achieve measurable cost savings," explained Cindy Stoner, Director of Segment Marketing. "Our sales professionals and segment experts will work with boat builders and repair yards to identify the right product solutions that will deliver savings through productivity and process enhancements that lower total cost in use. Examples of such savings can be achieved through improved product and price alignment, increased production output, lower labor costs or a reduction in waste, damage and re-work to name just a few."

"IPG offers first class quality products at competitive prices. We see the iPledge™ Buy and Try program as an opportunity to provide a competitive product while at the same time helping customers improve their bottom line at a time when the entire market is looking for ways to improve profitability," Stoner concluded.

For additional information regarding Intertape Polymer Group's iPledge™ program or a free product demonstration, please send an e-mail to [cstoner@itape.com](mailto:cstoner@itape.com) or contact your local IPG sales representative.

**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 1560 employees with operations in 15 locations, including 12 manufacturing facilities in North America and one in Europe.

**Safe Harbor Statement**

*Certain statements and information included in this release constitute "forward-looking statements" within the meaning of the Federal Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve 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. Additional discussion of factors that could cause actual results to differ materially from management's projections, estimates and expectations is contained in the Company's SEC filings. The Company undertakes no duty to update its forward-looking statements, including its earnings outlook.*

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