

INTERTAPE POLYMER GROUP ANNOUNCES NEW DOUBLE-COATED TAPE PRODUCTS

MONTREAL, QUEBEC and BRADENTON, FLORIDA (August 6, 2010) — Intertape Polymer Group ("Intertape", "IPG", or the "Company") a leading manufacturer of innovative pressure sensitive tape products, has unveiled a new line of Intertape® brand Double-Coated Tapes designed for specialty market segments.

The double-coated line expansion has been launched in phases. The first phase began in June of 2010, which introduced three double-coated tissue tapes and three double-coated polyester tapes. These high-performance technical products are used in a number of applications such as corrugated splicing, gasket attachment, plastic housing and component assembly, nameplates, interior and exterior trim attachments, lens bonding and many more. IPG's products are also converter friendly for a wide variety of applications requiring die cuts and custom parts.

"Our diverse manufacturing capabilities allow us to bring expertise and knowledge to focus market segments by developing products that are perfectly adapted to specific markets needs," stated Dave Hagen, Director of Sales, Specialty Markets. "Expanding our range of double-coated solutions is a perfect example of this."

These products are all manufactured in IPG plants in the USA under stringent quality control so product performance is reliable and consistent.

"IPG has a strong commitment to the customer segments we serve in North America," explained Gary Watkins, VP of Specialty Markets. "The introduction of new double-coated products further strengthens our partnerships with customers allowing IPG to be a single source supplier dedicated to the ongoing development of performance based tapes."

"The Company is pleased with its continued progress in launching new products. We view the success of our product expansions and initiatives to be critical to achieving our long term objective of realizing gross margins in the range of 18-19%," stated IPG President & CEO, Greg Yull.

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 2,000 employees with operations in 16 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, financial condition or 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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