

**INTERTAPE POLYMER GROUP HELPS CUSTOMERS SEE GREEN (AND SAVE GREEN)
WITH NEW OXO-BIODEGRADABLE STRETCH FILM**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (April 13, 2010) — Intertape Polymer Group Inc. ("IPG" or the "Company") continues to play a leading role in the development of environmentally preferred product solutions for the packaging industry as they are first to market with oxo-biodegradable stretch films. The newest and most exciting technology to hit the market from IPG is the Genesys® OXO-Biodegradable Stretch Film. Genesys® is a light gauge cast film available in 50, 63 or 75 gauge thickness designed for use on automated stretch wrapping equipment. Now available from IPG, Genesys® is a very popular member of the Company's SuperFlex™ High Performance Stretch Film family as it delivers exceptional performance, load retention and significant cost savings.

High performance films have an inherent "green" proposition because they require less film to contain a load versus standard stretch films. IPG is now launching Genesys® High Performance Machine Film in an oxo-biodegradable formula. The benefits are clear. Not only does it use less film, but it will biodegrade much more quickly than standard stretch films when exposed to oxygen and sunlight, leaving no harmful by-products or impact on the environment.

The fact that the new product is a high performance film also means that customers will save money by switching to this environmentally preferred product and there is absolutely no loss in performance. The Genesys® OXO-Biodegradable Stretch Film performs virtually identical to the Genesys® film that does not include the additive that initiates biodegradation, as it has been engineered to maintain excellent load retention properties in a wide range of temperatures and storage conditions.

A difference that customers can choose to make is ordering the film with a green tint to help promote their support of environmentally preferred products. IPG tape and stretch film customers will soon see their pallets arrive wrapped in green tinted Genesys® OXO-Biodegradable Stretch Film. In addition to Genesys® Machine Film, IPG also offers ProLite™ High Performance Hand Film and HandWrap IV Standard Hand Film in an OXO-Biodegradable formula.

For more information on the complete line of "Low-environmental Impact Line from Intertape" or LILI™ Approved Products, visit the Green Initiative section of www.itape.com.

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.

FOR INFORMATION CONTACT:

Daché Davidson
Intertape Polymer Group
ddavidso@itape.com