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## **INTERTAPE POLYMER GROUP LAUNCHES NEW FOIL TAPE PRODUCT LINE TO ADDRESS KEY MARKET APPLICATIONS**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (September 28, 2009) — Intertape Polymer Group Inc. ("Intertape", "IPG" or the "Company") has launched a new product line of aluminum foil tapes to address the industrial, HVAC, aerospace, appliance, and transportation industries -- the most significant markets in this category. "The addition of the foil product line aligns with the strategic direction of our Company to leverage our expertise at an operations and customer level," stated Greg Yull, President of Tapes & Films.

IPG's foil tape products have been designed to deliver consistency in quality, performance and value. The product line offers performance ranges within a variety of foil thicknesses and adhesive systems. IPG aluminum foil tapes are available with adhesives for general purpose applications and for those where demanding bonding requirements are needed for chemical exposure and wide range temperature applications. The shiny, UV resistant foil backing offers an enhanced appearance, excellent reflective and flame retardant properties, and remains flexible to resist cracking and lifting around irregular or curved surfaces. Additionally, the offering expands to both self-wound tapes as well as lined products for those who have die cutting and further converting requirements.

Key foil applications include: joining pipe insulation jackets; seaming fiberglass duct board; sealing insulation to create a vapor barrier; reflecting and dissipating both heat and light; patching sheet metal ductwork; and protective masking during chemical paint stripping.

"IPG has an extensive manufacturing capability which allows us to bring a complete basket of products to the marketplace. These foil products include lined, self-wound, FSK, ASJ, foil barrier laminates and metalized films. Intertape continues giving customers the ability to consolidate their purchasing sources through our extensive product line offerings in tapes and films. We will continue to expand this foil tape products line over the course of the next few months," stated Lisa Nalette, Product Manager for Industrial Tapes.

For more information regarding the foil tape products, contact Lisa Nalette at [lnalette@itape.com](mailto:lnalette@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.

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