

**INTERTAPE POLYMER GROUP ROLLS OUT BLOC-IT™, A PREMIUM EDGE TREATED PAINTERS' MASKING TAPE**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (September 11, 2009) — Intertape Polymer Group Inc. ("Intertape", "IPG", or the "Company") is making life a whole lot easier for painters in paint line masking with the launch of its new Bloc-It™ ultra premium painters' tape. Painters now have Bloc-It™ masking tape as a choice they can count on for clean crisp paint lines every time.

"Not until recently has masking tape changed much at all," says James Apap Bologna, Vice-President of Consumer sales at IPG. IPG's new Bloc-It™ Ultra Premium Masking Tape utilizes a proprietary chemistry, PST 16, on the edge of the tape which blocks paint, STOPS THE BLEED and ensures clean lines every time. This process is designed to enhance the already high standards of IPG's masking tapes and deliver performance results not yet seen in a masking tape.

Bleed is one of the most common problems with painters' tape. Paint seeps under the tape's edge causing messy lines and uneven workmanship which results in the painter having to go back and touch up the rough spots with a brush. Bloc-It™'s PST 16 technology solves the bleed-through problem.

"The PST 16 technology is completely absorbed into the paper to deliver a consistent performance," explained Apap Bologna, "promoting smooth, clean line with no bleed through. When the painter pulls the tape off the wall, the line is picture perfect, crisp and straight." Bloc-It™ has UV resistance for performance up to 14 days of direct sunlight and much longer when used indoors. According to Apap Bologna, "Bloc-It™ represents IPG's focus on applying new technologies to our core businesses. Our ability to meet the challenge of a changing market is what will distinguish Intertape in both the short and long term."

Bloc-It™ incorporates IPG's fine crepe paper that conforms easily around bends, corners and curves and is available in cut case packaging and free standing floor displays for easy customer access.

Bloc-It™ joins the already extensive line of ProMask™ tapes together with the wide range of packaging, duct and specialty tapes that complete the IPG Consumer line.

For more information on Bloc-It™, visit [www.bloc-it.com](http://www.bloc-it.com). For more information on the Company, visit [www.itape.com](http://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.

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