



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® UNVEILS TWO NEW ALUMINUM FOIL TAPES

MONTREAL, QUEBEC and BRADENTON, FLORIDA (January 26, 2011) — Intertape Polymer Group® Inc. ("Intertape", "IPG" or the "Company") is pleased to announce the addition of two new products to their foil tape product offering.

Intertape® brand ALF201L is a 2 mil foil designed primarily for HVAC applications. The development of this product has been focused on producing a finished product that supports both the rigid duct and flexible duct application requirements through a dual certification conforming to UL181Ap and UL181Bfx.

"IPG is pleased to have been able to develop Intertape® brand ALF201L series with the application features desired by the actual users of this product," stated Lisa Nalette, IPG Industrial Tapes Product Manager. "The development of the product has been focused on meeting the specific needs of the customers and the performance demands of the HVAC market segment. Additionally, the dual certifications allow us to support both flexible and rigid duct HVAC criteria for building codes throughout the US. It also helps reduce inventory requirements for our distributor community."

The second line extension, Intertape® brand ALF175L, is being launched to fill the need for a UL723 (ASTM E84) rated multi-purpose foil tape. This product was designed to give exceptional performance where use of a thinner gauge foil base material is acceptable for the application.

Throughout the research and development of both ALF201L and ALF175L, a great deal of application consideration and testing went into final design. These products exhibit excellent performance and ease of use in all-weather applications where cold, hot and environmentally challenging conditions exist.

These two new products now complement the existing line of Intertape® brand ALF150L, ALF200, ALF200L, ALF300 and ALF300L, FSK1 and ASJ1 aluminum foil tapes.

For more information regarding IPG's aluminum foil tape products, contact Lisa Nalette at lnalette@itape.com.

About Intertape Polymer Group® Inc.

Intertape Polymer Group® Inc. 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 12 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:

Lisa Nalette
lnalette@itape.com