



TSX SYMBOL: ITP

**INTERTAPE POLYMER GROUP LAUNCHES NEW TENSILIZED POLYPROPYLENE  
TPP200 perfect for specialty markets, features clean removability**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (September 28, 2011) — Intertape Polymer Group ("IPG<sup>®</sup>", "Intertape" or the "Company"), a leading manufacturer of innovative pressure sensitive tape products, has launched a new tensilized polypropylene designed for specialty market segments.

TPP200 is an economical clean removal tensilized polypropylene designed for temporary holding applications of appliances and electronics. Other applications include flange masking of fiberglass parts, covering seams of medium density fiberboard during composite production in addition to multiple surface protection applications such as automotive door sills. The rubber adhesive offers excellent adhesion and stain/residue free removal from painted metals, stainless steel, ABS plastic, fiberglass and various other surfaces.

"We studied the current products on the market and incorporated customer feedback on ways to improve performance and productivity," said Cindy Stoner, Director of Market Segments. TPP200 is a creation of innovation through collaboration with customers. IPG research resulted in developing an economical product that offers clean removability from many surfaces. This allows manufacturers to increase productivity, therefore reducing overall cost.

"Our diverse manufacturing capabilities allow us to bring expertise and knowledge to focus on market segments by developing products that are perfectly adapted to specific market needs," stated Stoner. "Expanding our range of film-based tapes is a perfect example of this."

"IPG has a strong commitment to the customer segments we serve in North America," says Gary Watkins, VP of Specialty Markets. "The introduction of TPP200 further strengthens our partnerships with customers allowing IPG to be a single source supplier dedicated to the ongoing development of performance based tapes."

**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 11 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.