TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® LAUNCHES NEW ANGLEGUARD™ BRAND EDGE AND STRAP PROTECTOR PRODUCT LINE

MONTREAL, QUEBEC and BRADENTON, FLORIDA (January 30, 2012) — Intertape Polymer Group® ("IPG®", "Intertape®" or the "Company"), a leading North American supplier of industrial and packaging products, announced the launch of ANGLEGUARD™ brand edge and strap protectors to its iCushion® Protective Packaging product line.

IPG® ANGLEGUARD™ brand edge protectors are constructed of multiple layers of recycled fiberboard glued together with a top sheet that fully overlaps around both sides of the board. They are designed to protect the edges and corners of unitized pallet loads from crushing, scratching and strapping damage. In addition, ANGLEGUARD™ edge protectors improve safety by providing additional stabilization to wrapped or strapped loads and guard against loads shifting while goods are in transit. They also increase vertical stacking strength during transit and product storage. Avoid costly damage to the contents inside individual cartons during shipping and handling by placing edge protectors against the inside corners of a box to increase internal carton strength.

ANGLEGUARD™ brand strap protectors are shorter length boards that specifically target edge crush damage created by the tension applied by steel, poly and polyester strapping.

Both ANGLEGUARD™ edge and strap protectors are fully recyclable, come pre-cut in a variety of common lengths for shipping standard skid or package sizes, and are available in three caliper strengths (.120", .160" and .225"). They are designed with more paper fiber in the bend to provide the extra strength and load stability to ensure superior edge protection. All ANGLEGUARD™ brand protectors are fully wrapped in white for a cleaner appearance that also helps prevent delamination and papercuts during handling. Full overlap also avoids the hassle of receiving boards stuck together due to glue seepage in the manufacturing process.

"Providing protective packaging solutions is our commitment," stated Joe Tocci, IPG's Senior Vice President of Supply Chain and Corporate Marketing. "The addition of edge and strap protectors to our line of protective packaging strengthens IPG's unique position to become an indispensible, single-source supplier for leading packaging and industrial distributors and large end-users across a diverse cross section of industries." IPG's complete product offering includes carton sealing and industrial tapes, stretch and shrink film, protective packaging products and complimentary packaging systems for industrial and retail use.

For more information regarding ANGLEGUARD™ brand edge and strap protectors, or any of IPG's other product offering, contact James Apap Bologna at jabologn@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 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.

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