



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP ACHIEVES THE ENERGY STAR® CHALLENGE FOR INDUSTRY IN DANVILLE, VIRGINIA

MONTREAL, QUEBEC and BRADENTON, FLORIDA (March 1, 2013) — Intertape Polymer Group® ("IPG®", or the "Company") announces that it has taken a positive step toward improving energy efficiency. IPG® has achieved the U.S. Environmental Protection Agency's (EPA's) ENERGY STAR Challenge for Industry at its tape manufacturing facility in Danville, Virginia by reducing its energy intensity by 14.7% within two years.

The U.S. manufacturing industry is responsible for nearly 30 percent of greenhouse gas emissions in the United States and spends almost \$100 billion annually on energy. Under the umbrella of the ENERGY STAR® Challenge for Industry, EPA is working with individual manufacturing sites and their parent companies to fight climate change through improvements in energy efficiency.

The ENERGY STAR® Challenge is a national call-to-action to improve energy efficiency of America's commercial and industrial buildings by 10% or more where ENERGY STAR® Partner's industrial sites can now be recognized by the U.S. EPA for these energy efficiency achievements.

"We were able to reduce our energy intensity by promoting a culture of energy efficiency and implementing several projects that included the installation of energy efficient lighting, improving our compressed air systems, monitoring combustion equipment, and reinforcing a shut off/turn down program" said Philip Kauneckas, IPG®'s Danville, VA Energy Coordinator.

"The Danville facility is the sixth IPG® facility to achieve the ENERGY STAR® Challenge. This achievement further demonstrates the commitment of IPG® employees to help promote energy efficiency and protect the environment" stated Mike Jones, IPG®'s Corporate Energy Team Leader.

For additional information regarding IPG®'s sustainability efforts, please send an e-mail to rcarnell@itape.com.

About Intertape Polymer Group® Inc.

Intertape Polymer Group® Inc. is a recognized leader in the development, manufacture and sale of a variety of paper and film based pressure sensitive and water activated tapes, specialized polyolefin films, woven fabrics and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Bradenton, Florida, the Company employs approximately 1,800 employees with operations in 16 locations, including 10 manufacturing facilities in North America and one in Europe.

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