

**INTERTAPE POLYMER GROUP ANNOUNCES SPECIALTY MARKETS TEAM**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (June 22, 2010) — Intertape Polymer Group ("Intertape", "IPG", or the "Company") today announced details of their newly established Specialty Markets Sales Team.

Strategically, IPG is forming a team to leverage their technological capabilities in various specialty tape markets. Gary Watkins will lead this team as Vice President of Specialty Markets, reporting to Shawn Nelson, Senior Vice President of Industrial Products. Gary brings a wealth of experience and leadership to IPG.

Gary's team will consist of Dave Hagen, Director of Sales, Specialty Markets. Dave will construct a highly effective specialty sales team that will be focused on specific markets such as: Corrugated, Transportation, Appliance and Aerospace, while working closely with end-users, specialty distributors and converters. Sean Struble, a new addition to IPG's team is the first of many to be part of Dave's team. Christopher Ruhl and Cindy Stoner will report to Gary as Specialty Market Managers with an emphasis on end-user sales activity, paving the road for the Specialty Sales Team. Mike Ream will also report to Gary as Technical Sales, Specialty Markets. Mike brings an abundance of knowledge and application experience to the table.

"We are excited about this new alignment, as we continue to focus on value added customers in order to drive profitable sales through targeted end-user activity, further positioning IPG as an indispensable partner," stated Nelson.

"I'm excited to be leading this talented team, and most importantly, helping the company position itself as the undisputed technology leader in selected specialty market segments," stated Watkins.

**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 2,000 employees with operations in 16 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, financial condition or 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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