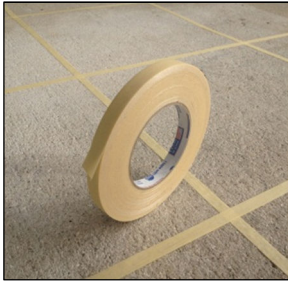




TSX SYMBOL: ITP



INTERTAPE POLYMER GROUP® INTRODUCES PRODUCT SOLUTIONS FOR THE DECORATIVE CONCRETE INDUSTRY

MONTREAL, QUEBEC and BRADENTON, FLORIDA (March 5, 2013) — Intertape Polymer Group® Inc. ("IPG®" or the "Company"), a leading manufacturer of industrial tapes and films, is targeting the Decorative Concrete industry with a new line of products specifically designed to meet the needs of contractors, installers and Do-It-Yourself-ers.

"Each of our Decorative Concrete (DC) tapes is of the highest quality and feature strength, durability, and clean removal from nearly every surface. Whether it's working with stains and dyes, microtoppings and overlay, or exterior stucco and plaster, IPG® has a solution for that application," said Tim Brown, VP Consumer Sales.

The DC line consists of five products. DC Ultra2in1™ is a new double-sided masking tape designed to initially act as a barrier to an overlay (a bonded layer of material placed on existing concrete surfaces for restoration or beautification purposes) application. When the liner is removed, that same strip of tape becomes the carrier for the masking film protecting the general area from stains and dyes. DC Blue™ is IPG®'s blue masking tape specifically designed to prevent chemical bonding resulting in sealer failure. DC Orange™ is a heavy duty, clean removal duct tape designed to work on rough surfaces, DC Grout™ is reinforced tape for strong grout line pulls, and DC Drape™ is a compact, durable film that prevents overspray and provides solvent resistant protection.

"Our new DC product line is the result of extensive market research and industry collaboration. We are excited to be the first company to offer tape solutions specific to the needs and challenges of the growing decorative concrete industry," said Brandon Paas, IPG® Market Research Analyst.

Learn more about IPG®'s decorative concrete product solutions by visiting IPG® at booth 637 at the Concrete Décor Show in Charlotte, NC from March 11-15, 2013 at the Charlotte Convention Center, or contact Tim Brown at tbrown@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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