



TSX SYMBOL: ITP

**INTERTAPE POLYMER GROUP® INTRODUCES  
PROMASK PINK™ PAINTER'S TAPE IN SUPPORT  
OF THE FIGHT AGAINST BREAST CANCER**



MONTREAL, QUEBEC and BRADENTON, FLORIDA  
(October 1, 2012) — Intertape Polymer Group® Inc.

("Intertape®", "IPG®" or the "Company"), a leading North American manufacturer of tape products, is supporting the Susan G. Komen For the Cure Foundation® in the fight against breast cancer. IPG® will show their support by introducing ProMask Pink™, a premium pink painter's tape with IPG®'s clean releasing adhesive that delivers superior paint lines for the professional and do-it-yourself consumer of masking tape.

"It performs to the same high quality standards as our 14 day ProMask Blue® painter's tape, yet ProMask Pink™ generates a contribution to the Cause," said Cherri Kasmirski, Consumer Products Manager.

This new offering from IPG® is called "Paint for the Cause™" and runs through the end of July 2013. A percentage of the proceeds from each roll of tape sold will go to the foundation with a guaranteed minimum aggregate donation of \$10,000. IPG®'s partnership with the Foundation will help fund breast cancer research activities.

For more information about IPG®'s ProMask Pink™ premium painter's tape or the Paint for the Cause™ program, please contact Cherri Kasmirski at [ckasmirs@itape.com](mailto:ckasmirs@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 19 locations, including 12 manufacturing facilities in North America and one in Europe.

**FOR INFORMATION CONTACT:**

Cherri Kasmirski  
Consumer Products Manager  
[ckasmirs@itape.com](mailto:ckasmirs@itape.com)