



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP LAUNCHES NEW TRANSFER ADHESIVES PRODUCT LINE

MONTREAL, QUEBEC and BRADENTON, FLORIDA (July 1, 2011) — Intertape Polymer Group ("IPG", "Intertape" or the "Company") is pleased to announce the launch of its new transfer adhesives product line. Four new products have been developed as part of an on-going product line development in double-coated tapes.

The additions include Intertape® brand ATA200 and ATA400, a 2 mil and 4 mil acrylic transfer adhesive designed for use in general purpose applications, such as core starting, paper/film splicing, arts/crafts bonding, picture framing and laminations. For more demanding or specialized applications for long term bonding, high temperature and solvent resistant requirements in automotive, aerospace, nameplate, electronics and many industrial markets, the new ATA201 and ATA401 are most suitable for use.

These products are all manufactured in IPG plants in the USA under stringent quality control to ensure reliable and consistent product performance. They are also very converter-friendly for a wide variety of applications for die cutting and/or lamination into custom parts.

"IPG continues to work on enhancing its double-coated product and overall tape offerings to the marketplace," stated Lisa Nalette, IPG Senior Product Manager, Industrial Tapes. "The focus is on products that will deliver value to both our customers and our organization. IPG's domestic manufacturing allows us great flexibility in tape products due to the diversity of technologies we have throughout our plants. IPG's double-coated offering will continue to grow through the utilization of these facilities."

For additional information regarding IPG Transfer Adhesive Products, please contact your local IPG sales or customer service representative.

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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