



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® INTRODUCES NEW 80 GAUGE STRETCH FILM FLOOR DISPLAYS FOR CONSUMER MARKET

MONTREAL, QUEBEC and BRADENTON, FLORIDA (January 17, 2012) — Intertape Polymer Group® ("IPG®", "Intertape" or the "Company"), a leading North American manufacturer of industrial and packaging products, has launched new floor displays of 80 gauge, clear stretch film for the consumer market.

IPG's new 80 gauge stretch film floor displays are available in two convenient sizes: 5" wide bundling film, and 20" wide hand wrap. These sizes easily accommodate both large and small projects, saving the consumer time and money. Both stretch film products feature crystal clear high visibility of wrapped products with an extended core that provides convenient grip for easy wrapping.

"IPG's clear stretch wrap is the easy and convenient solution for wrapping items in groupings during the high moving and storage periods, May through August, and holiday shipping periods in the winter," stated Chuck Meyer, Stretch Films Product Manager.

"The off shelf floor displays provide retailers a great opportunity to drive incremental sales and profits in a category not traditionally focused on during the summer months," said Tim Brown, Vice President of Consumer Sales.

For more information regarding IPG's 80 gauge stretch film products and floor displays, contact Tim Brown at tbrown@itape.com.

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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