

NYSE SYMBOL: ITP

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INTERTAPE POLYMER GROUP LAUNCHES NEW RG400 100# TENSILE STRENGTH FILAMENT TAPE

BRADENTON, FL (September 2, 2008)— Intertape Polymer Group announces the introduction of a new Intertape® brand filament tape product, RG400, constructed for applications where the highest performance of 100 pound tensile strength is needed. RG400 performs best for product applications such as bundling, strapping, palletizing, load stabilization and temporary encasement. It allows end-users to dial in their desired filament strength through various widths while giving them optimal performance with high adhesion levels, readthrough clarity, and delamination resistance, all at an affordable price point.

"Our Research and Development team was able to create a filament tape that can boast the highest level of adhesion for this level of tensile strength currently produced in the market," explained Lisa Nalette, IPG Product Manager for Industrial Products. The reinforced tape market represents approximately \$130 million. It's hand-breakable construction and excellent resistance to delamination sets RG400 apart from its competition. These features make it easier for the end-user to stop, break and restart a roll, and it eliminates the need for costly application equipment or knives.

From an aesthetics perspective, RG400 offers contact clear 'lanes' between evenly-spaced and straight filaments for easy read-through of graphics.

"Response from the market has been fantastic and customers have begun enjoying the benefits that this new filament tape now offers," Nalette added. "We want to give customers a choice based on application and pricing point needs. RG400 now adds that additional element to our comprehensive line of filament tapes. We are pleased that we have been able to bring this new product to market."

For additional information regarding Intertape® RG400 filament tape, please send an e-mail to lnalette@itape.com or contact your local IPG sales representative.

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 2,100 employees with operations in 17 locations, including 13 manufacturing facilities in North America and one in Europe.

Safe Harbor Statement

Certain statements and information included in this quarterly report 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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