



TSX SYMBOL: ITP

**INTERTAPE POLYMER GROUP UNVEILS A NEW LEADERSHIP TEAM FOR
AMERICAN TAPE DIVISION - AUTOMOTIVE AFTERMARKET**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (April 19, 2010) — Intertape Polymer Group ("IPG", "Intertape" or the "Company") has unveiled a new leadership team dedicated to building sales momentum for the Company's American® Tape brand Automotive Aftermarket Division.

For more than 50 years, the American® name has been recognized by customers in the automotive aftermarket for being a driving force in the design and delivery of innovative and high quality tape products.

Leading Intertape's new team is Monty Seawright, recently named National Sales Manager for the Automotive Aftermarket Division. With 15 years experience with the Company in sales and business leadership, this appointment further enhances IPG's ability to meet the needs of distributors, jobbers and body shops, and to help deliver the product functionality and flexibility that drives customer success.

"Monty has a unique skill in understanding customer needs and translating them into deliverable solutions. I am confident that his proven success in growing sales and demonstrated leadership ability will position us to achieve our goals for this strategic business unit", said Dean Blockowitz, VP of Industrial Sales.

Blockowitz has also appointed Jeanie Kean as Business Manager, North America. She brings more than 16 years of channel sales experience to her new role. Jeanie's long time customer relationships and intricate knowledge of the market will further enhance our programs and should contribute to overall profitability.

"This new structure is designed to give us a more focused approach to serving customers and expanding our presence in the automotive repair industry," said Blockowitz. "I am confident that the new team we have put in place will drive sales to capitalize on the full portfolio of American Tape Brand solutions".

For additional information regarding automotive aftermarket products, please send an e-mail to cstoner@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 1560 employees with operations in 15 locations, including 12 manufacturing facilities in North America and one in Europe.

Safe Harbor Statement

Certain statements and information included in this release constitute "forward-looking statements" within the meaning of the Federal Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve 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. Additional discussion of factors that could cause actual results to differ materially from management's projections, estimates and expectations is contained in the Company's SEC filings. The Company undertakes no duty to update its forward-looking statements, including its earnings outlook.

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