



October 1, 2010

**RE: INDUSTRIAL TAPES PRICE INCREASE ANNOUNCEMENT**

Dear Valued Distributor:

Over the past several months, the costs of raw materials needed to manufacture IPG's Industrial tape products have continued to escalate. As a result, we will be adjusting prices effective **November 1st, 2010**.

The adjustment will affect the following product categories:

| <b>INDUSTRIAL TAPES</b>                   |                      |
|---|----------------------|
| <b>Product Category</b>                   | <b>% of Increase</b> |
| Paper Masking and Flatback                | 3%                   |
| Filament                                  | 3%                   |
| Duct                                      | 5%                   |
| Double Coated                             | 3%                   |
| Foil                                      | 5%                   |
| Polyethylene – PE7, PE8, and PE9          | 5%                   |
| Stencil                                   | 0%                   |
| Electrical                                | 3%                   |
| All other non classified Industrial Tapes | 3%                   |

Orders placed prior to the adjustment will be limited to a historical 30 day supply. All current end user contract and into stock deviated pricing are subject to additional increases.

Future into stock and contract pricing will be available on your B2B site in the near future. If you currently do not access your pricing via B2B please contact your IPG customer service representative.

If you have any questions, please contact your IPG Sales or Customer Service Representative. Thank you for your continued support.

Sincerely,

Dean Blockowitz  
VP, Industrial Tape Division  
Intertape Polymer Group