



December 20, 2010

**RE: U.S. PRICE INCREASE ANNOUNCEMENT**

Dear Valued Distributor,

Effective February 15, 2011, Intertape Polymer Group (IPG) will be implementing a price adjustment. Escalating costs and supply of key raw materials are the determining factors for this increase. The adjustment will affect the following product categories:

| <b>INDUSTRIAL TAPES</b>                   |                      |
|---|----------------------|
| <b>Product Category</b>                   | <b>% of Increase</b> |
| Paper Masking and Flatback                | 8% - 12%             |
| Filament                                  | 6% - 12%             |
| Duct                                      | 6% - 10%             |
| Double-Coated                             | 3% - 8%              |
| Foil                                      | 6% - 9%              |
| Stencil                                   | 6% - 9%              |
| Electrical                                | 6% - 8%              |
| All other non-classified Industrial Tapes | 7%                   |

| <b>PROTECTIVE PACKAGING</b> |                      |
|-----------------------------|----------------------|
| <b>Product Category</b>     | <b>% of Increase</b> |
| Air Pillows                 | 8%                   |

| <b>WATER-ACTIVATED CARTON SEALING TAPES</b>    |                      |
|--|----------------------|
| <b>Product Category</b>                        | <b>% of Increase</b> |
| Reinforced Water-Activated Carton Sealing Tape | 4% - 5%              |
| Paper Water-Activated Carton Sealing Tape      | 4% - 5%              |

| <b>PRESSURE SENSITIVE CARTON SEALING TAPES</b> |                      |
|--|----------------------|
| <b>Product Category</b>                        | <b>% of Increase</b> |
| Hot Melt Carton Sealing Tape                   | 8% - 12%             |
| Acrylic Carton Sealing Tape                    | 8% - 12%             |
| Natural Rubber Carton Sealing Tape             | 8% - 12%             |

Price lists will be available by Friday, January 14, 2011. 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 adjustments.

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

