



April 12, 2011

**RE: PRICE INCREASE ANNOUNCEMENT**

Dear Valued Distributor,

The North American resin market has continued to experience escalating costs and supply of key raw materials over the last several months. As a result, Intertape Polymer Group (IPG) must implement a price adjustment effective May 14, 2011. All orders must be received by 5:00pm EST on Friday, May 13, 2011. Any order received after that time will be subject to increased pricing. The adjustment will affect the following product categories:

<b>INDUSTRIAL TAPES</b>	<b>% of Increase</b>
Paper Masking & Flatback	5% - 12%
Filament	8% - 12%
Cloth/Duct	8% - 12%
Double-Coated	5% - 10%
Foil	3% - 5%
Stencil	10% - 15%
Electrical	5% - 10%
All Other Non-Classified Industrial Tapes	10% - 15%

<b>PRESSURE-SENSITIVE CARTON SEALING TAPES</b>	<b>% of Increase</b>
Hot Melt & Acrylic Carton Sealing Tape	8% - 16%
Natural Rubber Carton Sealing Tape	10% - 18%

<b>MACHINERY</b>	<b>% of Increase</b>
Machines and Case Sealing Equipment	10%
Dispensers	5%

Price lists will be available on our B2B site by 8:00am EST on April 30, 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. There will be market adjustments that may extend outside of the aforementioned ranges for select customers. Those customers will be contacted directly.

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

Sincerely,

Dean Blockowitz  
VP Sales, Industrial Channel  
Intertape Polymer Group

Gary Watkins  
VP, Specialty Markets & Director of Business Development – CAN, MEX  
Intertape Polymer Group