



September 16, 2011

Re: Stretch Film Price Increase Announcement

Dear Valued Stretch Film Customers,

Our resin suppliers have advised us of their intention to implement a price increase on September 01, 2011. The prime drivers for the increase include increasing export demand for PE resins and a combination of planned and unplanned outages of primary ethylene feedstock, which has put several key resins in tight supply.

Intertape Polymer Group is therefore announcing a 7% price increase for all StretchFlex[®] and SuperFlex[™] stretch film products effective with orders received on or after October 03, 2011. All orders must be dated for immediate shipment and must not exceed one month's normal average film purchases. IPG reserves the right to accept orders based on resin availability. In addition, all orders placed prior to the increase but not shipped by October 17, 2011 will be subject to re-pricing. Please check with your Sales Representative on individual orders.

We strongly recommend that you place your orders well in advance of October 03 in order to avoid delivery delays and possible re-pricing issues.

A second resin price increase has been announced to go into effect October 01, 2011. We will provide as much advance notice as possible if it appears the next increase will occur.

Please feel free to contact your IPG Sales or Customer Service Representatives if you have any questions. Thank you for your continued business.

Sincerely,

A handwritten signature in black ink, which appears to read "Chuck Meyer", is positioned above a vertical line that serves as a separator between the signature and the typed name below.

Chuck Meyer
Stretch Film Product Manager
Intertape Polymer Group