



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® LAUNCHES FINELINE™ ULTRA THIN PAINTER'S TAPE



MONTREAL, QUEBEC and SARASOTA, FLORIDA (July 18, 2016) — Intertape Polymer Group® Inc. ("IPG®" or the "Company"), a leading manufacturer of tapes and films, has launched its new FineLine™ Ultra Thin Painter's Tape.

FineLine Ultra Thin Painter's Tape is a moisture-resistant, washi-type paper masking tape with a stain resistant, pressure-sensitive synthetic rubber adhesive specially designed to adhere firmly and securely to most surfaces. The ultra-smooth backing helps alleviate discomfort felt when taping with coarse crepe paper masking products.

FineLine is designed to provide precision paint lines while preventing paint bleed and edge build up. It can be used on walls, windows and trim, hardwood floors, lacquered and laminated surfaces, and provides excellent conformability and clean removal up to seven days.

"This is a unique product that stands out on the shelf and really catches the consumer's eye," states Brandon Paas, IPG Consumer Marketing Manager. The bright yellow tape and packaging sets itself apart amidst all the blue and tan masking tapes you find at most stores."

"We are excited to offer this new premium masking tape to the industry," states Joe Tocci, IPG Senior Vice President of Consumer Sales. "FineLine represents advancements in strength and performance that sets the user satisfaction bar to new heights. Aside from the precision paint lines and the prevention of paint bleed and edge buildup, FineLine's low profile and smooth texture makes taping for paint projects a breeze and allows for some of the best paint lines in the industry."

For more information regarding FineLine Ultra Thin Painter's Tape and other consumer products, please contact Brandon Paas at bpaas@itape.com.

About Intertape Polymer Group® Inc.

Intertape Polymer Group® Inc. is a recognized leader in the development, manufacture and sale of a variety of paper and film based pressure-sensitive and water-activated tapes, polyethylene and specialized polyolefin films, woven coated fabrics and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Sarasota, Florida, the Company employs approximately 2,000 employees with operations in 17 locations, including 12 manufacturing facilities in North America and one in Europe.

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation and "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (collectively, "forward-looking statements"), which are made in reliance upon the protections provided by such legislation for forward-looking statements. All statements other than statements of historical facts included in this press release may constitute forward-looking statements, including statements regarding the standards utilized going forward and the positioning of our operation among manufacturers may constitute forward-looking statements. These forward-looking statements are based on current beliefs, assumptions, expectations, estimates, forecasts and projections made by the Company's management. Words such as "may," "will," "should," "expect," "continue," "intend," "estimate," "anticipate," "plan," "foresee," "believe," or "seek" or the negatives of these terms or variations of them or





similar terminology are intended to identify such forward-looking statements. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, these statements, by their nature, involve risks and uncertainties and are not guarantees of future performance. Such statements are also subject to assumptions concerning, among other things: business conditions and growth or declines in the Company's industry, the Company's customers' industries and the general economy; the anticipated benefits from the Company's capital expenditure initiatives and acquisitions; the quality, and market reception, of the Company's products; the Company's anticipated business strategies; risks and costs inherent in litigation; the Company's ability to maintain and improve quality and customer service; anticipated trends in the Company's business; anticipated cash flows from the Company's operations; availability of funds under the Company's Credit Facility; and the Company's ability to continue to control costs. The Company can give no assurance that these statements and expectations will prove to have been correct. Actual outcomes and results may, and often do, differ from what is expressed, implied or projected in such forward-looking statements, and such differences may be material. You are cautioned not to place undue reliance on any forward-looking statement.

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