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FOR IMMEDIATE RELEASE

**BRANDES REITERATES CALL FOR INTERTAPE POLYMER GROUP TO HIRE
INDEPENDENT CHIEF EXECUTIVE OFFICER**

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SAN DIEGO – Brandes Investment Partners, L.P. (“Brandes”), an SEC-registered investment adviser headquartered in San Diego, California which has acquired for and on behalf of its clients approximately 15% of the outstanding shares of Intertape Polymer Group (“ITP” or “the Company”), recently reiterated to ITP its view that ITP should keep its commitment to hire a new, independent Chief Executive Officer (“CEO”). Brandes believes the Company should immediately set up an objective hiring process and announce a reasonable timeline to hire an appropriate candidate.

Brandes was an underwriter of ITP’s rights offering last fall, participating with the understanding that a new CEO would be identified not later than the end of January 2008. Brandes believes that the current management structure is not best suited for the challenges facing the Company, and continues to believe ITP needs to hire a new CEO with the necessary restructuring experience.

Brandes is also concerned about the length and structure of the compensation agreements that have been established between ITP and entities in which certain ITP directors have significant economic interests. Brandes believes that these arrangements are unlikely to be in the best long-term interest of the Company and its shareholders and potentially create a material and unnecessary conflict of interest. Brandes remains unconvinced of the need to reward Company directors with any material performance fees.

Brandes has expressed these concerns to ITP over the past year and, based on responses received to date, Brandes is likely to withhold votes for nominees to ITP’s Board of Directors at the annual shareholders meeting scheduled for June 4, 2008.

Brandes is a U.S. registered investment advisor. Located at 11988 El Camino Real, Suite 500, San Diego, California, 92130. Brandes managed approximately US\$93.4 billion on behalf of institutional and individual investors, as of March 31st, 2008.

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