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Intertape Polymer Group Inc. Meets Second Quarter Sales Guidance.

Montreal, Quebec and Bradenton, Florida - July 2, 2004 - Intertape Polymer Group Inc. (NYSE, TSX: ITP) today announced that it confirms its earlier guidance regarding sales for the second quarter ended June 30, 2004. Sales were approximately \$172.0 million. This would represent an increase of 6.1% compared to this year's first quarter sales of \$162.1 million and an increase of 14.5.% compared to 2003 second quarter sales of \$150.2 million. For the first six months of this year, sales are expected to be approximately \$334.0 million, an increase of 10.0% as compared to sales of \$303.8 million for the first six months of 2003.

The growth in sales is attributable to both higher volumes and unit selling price increases. Foreign currency exchange rates had no material impact on these results.

Further details will be provided when the Company releases its second quarter 2004 results, which is expected to be on August 12, 2004.

(All figures in U.S. dollars, unless otherwise stated)

About Intertape Polymer Group

Intertape Polymer Group is a recognized leader in the development and manufacture of specialized polyolefin plastic and paper based packaging products and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Sarasota/Bradenton, Florida, the Company employs approximately 2,600 employees with operations in 16 locations, including 12 manufacturing facilities in North America and one in Europe.

Safe Harbor Statement

Certain statements and information included in this release constitute "forward-looking statements" within the meaning of the Federal Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied in such forward-looking statements. Additional discussion of factors that could cause actual results to differ materially from management's projections, estimates and expectations is contained in the Company's SEC filings. The Company undertakes no duty to update its forward-looking statements.

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