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NEWS RELEASE

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Deluxe Unveils 2002 Catalog Supplement Featuring New Check and Cover Designs Reflecting Consumers' Passions

*New designs and related products celebrate people's love of Disney,
Looney Tunes, NASCAR®, and the Harley-Davidson® 100th anniversary*

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St. Paul, Minn.—Deluxe Financial Services, Inc., maker of *The Most Popular Checks in the World*®, today unveiled its 2002 Catalog Supplement featuring new and expanded lines of popular personal and home office check products. Among the new designs, the supplement features a new Disney character and updated NASCAR checks, as well as new Harley-Davidson designs with a commemorative leather Harley-Davidson 100th Anniversary checkbook cover. The check designs in the supplement also feature a new look for the ever-popular Looney Tunes Limited checks

“Your checks should be an answer to the question, ‘What are you passionate about?’” said Chuck Feltz, president, Deluxe Financial Services. “We’ve researched consumer preferences so we can offer the right designs and choices to fit virtually every personality and interest – from cause-related checks that benefit cancer research to Harley-Davidson designs that celebrate an American legend.”

The Disney character collection has been expanded to include a Disney Tigger and Friends design and coordinating leather cover, and the new Napa design features scenes from Northern California’s wine country. Deluxe’s NASCAR checks offer four new scenes as well as a new check design and coordinating leather cover that features popular driver Dale Earnhardt, Jr. The new Harley-Davidson check designs feature some of the classic and more popular Harley-Davidson motorcycle models from 1941 to 2002.

Deluxe originated the licensed-check concept and continues to lead the industry in its depth of licensed properties. A new licensed design, *Along the Trail by Warren Kimble*™, has also been added this year. Kimble has become nationally known for art that conveys warmth, craftsmanship and sophistication.

For small office/home office customers, Deluxe has expanded its upscale check and compatible deskbook options with the patriotic Forever Free and elegant Cypress designs.

“Like the signature you put on them, your checks should be a reflection of your individuality,” said Feltz. “The privacy and financial management benefits of using checks – combined with the wide array of unique design options and security features – continue to make checks the most popular non-cash payment method in the country.”

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Deluxe offers checks and related products that meet consumers' unique preferences. Deluxe research shows that 70 percent of people use check designs that don't match their preferences. By offering the right choices of check designs and coordinating accessories, Deluxe is providing financial institutions with new ways to close the gap between what consumers prefer and what they use when it comes to their checks. This ultimately leads to increased customer loyalty and satisfaction.

Disney character names © Disney

About Deluxe Financial Services

Deluxe Financial Services (DFS) is a business unit of Deluxe Corporation (NYSE: DLX). As the world's leading check printer, DFS serves more than 10,000 financial institution clients across the United States. DFS offers the industry's highest quality checks and the broadest selection of licensed-image check designs, filling 80 million consumer check orders each year. In addition to check printing services, DFS provides a variety of eCommerce solutions, helping financial institutions streamline the account opening and check ordering process. DFS is also the supplier of choice for 90 percent of Internet banks, and receives 80 percent of all check orders electronically and through the Internet. More information about Deluxe is available at www.deluxe.com.

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