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## NEWS RELEASE

November 20, 2001

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### **AmeriCU Selects Deluxe As Its Exclusive Check Program Provider**

St. Paul, Minn.— Building on the success of its MemberPlus<sup>SM</sup> program for credit unions, Deluxe Corporation (NYSE: DLX) today announced a new agreement to be the sole provider of check printing services for AmeriCU credit union. Deluxe will also provide its suite of eCommerce solutions to streamline AmeriCU's account opening and check ordering processes.

“The focus and knowledge of our Deluxe account manager coupled with the right product mix and quality at all levels made Deluxe the right choice for us,” said Deborah Joyner, deposit product specialist for AmeriCU. “Deluxe demonstrated its commitment to meeting our members’ needs through their unparalleled selection of check designs and technology solutions to make check ordering easier.”

#### **The plus of MemberPlus<sup>SM</sup>**

AmeriCU was drawn to MemberPlus, Deluxe's service that helps credit unions increase member satisfaction, increase efficiency and manage risk. AmeriCU will rely on Deluxe's technology solutions and its quality service - including an unconditional guarantee on printing of check orders, superior printing quality and its SecureMail<sup>SM</sup> check ordering fraud protection service. These combine to streamline check program operations and allow financial institutions to focus more resources on building long-term member relationships. More information about MemberPlus can be found at <http://creditunion.deluxe.com>.

As the maker of *The Most Popular Checks in the World*<sup>®</sup>, Deluxe will provide its full range of specialty and licensed-image check designs to AmeriCU's 87,000 members. “We're confident our members will be drawn to Deluxe's many check designs, like the Disney-themed checks,” said Joyner. “We're also excited about the additional products we'll be able to offer members, such as coordinating leather checkbook covers.”

AmeriCU is also planning to incorporate Deluxe's eCommerce programs such as its ONE<sup>®</sup> (Online Network Exchange) to streamline check ordering for its online members. The ONE services from Deluxe provide electronic connectivity for account opening services as well as electronic and Internet-based check ordering.

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“AmeriCU trusts our experience in working with financial institutions to uncover new value through quality, innovation and service,” said Chuck Feltz, president, Deluxe Financial Services. “We make a perfect team by placing the same high value on member satisfaction.”

### **About Deluxe**

Deluxe Corporation’s business units provide personal and business checks, business forms, labels, self-inking stamps, fraud prevention services and customer retention programs to banks, credit unions, financial services companies, consumers and small businesses. The Deluxe group of businesses reaches clients and customers through a number of distribution channels, including the Internet, direct mail, the telephone, and a nationwide sales force. Since its beginning in 1915, Deluxe Corporation has been instrumental in shaping the U.S. payments industry. More information about Deluxe can be found at [www.dlx.com](http://www.dlx.com).

### **About AmeriCU**

AmeriCU Credit Union is the region’s largest financial cooperative, serving more than 87,000 members throughout Central and Northern New York. AmeriCU offers Web access, home banking and bill payment at [www.americu.org](http://www.americu.org), more than 230 ATMs, and ten branch offices in Liverpool, Utica, Rome, Oneida, Syracuse, Auburn and Watertown.

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