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NEWS RELEASE

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Deluxe Receives Award from the National Arbor Day Foundation

*Deluxe's Arbor Day check package raises more than \$1 million
for Foundation's cause*

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St. Paul, Minn.—Deluxe Financial Services, the nation's leading check printer, today announced it has been honored with the 2002 *Promise to the Earth Award* from the National Arbor Day Foundation. Deluxe was recognized for its sustained commitment and leadership in supporting the National Arbor Day Foundation's environmental protection programs. This is the second time that Deluxe has received an award from the Foundation.

Deluxe donates a portion of proceeds from its "Arbor Day" check package to support the Arbor Day Foundation's tree planting mission. Since its introduction in 1996, the "Arbor Day" check package has raised over \$1 million for the Foundation.

"Deluxe is dedicated to protecting the environment and raising the quality of life in our communities," said Chuck Feltz, president of Deluxe Financial Services. "Our cause-related check designs reflect issues that people are passionate about, and we're proud of the contributions we're able to make to organizations like the National Arbor Day Foundation."

"Deluxe's ongoing support has helped us plant hundreds of thousands of trees, as well as educate thousands of people on the importance of tree planting and care," said John Rosenow, president, the National Arbor Day Foundation. "Our Foundation's success is due, in large part, to individuals and corporations like Deluxe, who are setting an example in their communities as leaders in environmental protection and support."

The National Arbor Day Foundation recognized special accomplishments in promotion of tree planting, conservation, and environmental stewardship at its 30th annual Arbor Day Awards Banquet held each year in Nebraska City, the birthplace of Arbor Day.

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.

About The National Arbor Day Foundation

The National Arbor Day Foundation is a nonprofit educational organization of one million members dedicated to tree planting and environmental stewardship. More information on the Foundation and the Arbor Day Awards is available at www.arborday.org.