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NEWS RELEASE

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Deluxe Unveils DeluxeSelectSM Program

*DeluxeSelect strengthens check programs for financial institutions
while enhancing revenue and customer satisfaction*

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Chicago, Ill.— Deluxe Financial Services, the nation’s leading check printer, today announced the launch of its DeluxeSelectSM program, a comprehensive program that provides financial institutions greater benefits by partnering more closely with Deluxe for their check program merchandising. DeluxeSelect allows financial institutions to rely more heavily on Deluxe for customer service, support, sales and product knowledge through a variety of service channels.

“Through DeluxeSelect, we promote the right check products, through the right ordering channels, at the right price, directly to consumers on behalf of our financial institution clients,” said Chuck Feltz, president of Deluxe Financial Services. “We’ve conducted extensive research to understand consumer preferences, and use that knowledge to maximize customer satisfaction, efficiency and revenue for our financial institution clients.”

DeluxeSelect provides customers of financial institutions with the right choices regarding check-related products by making them more aware of the products that are available to them, and by providing easy and convenient ordering channels. Deluxe can actively promote upgraded products from the new account opening to the check re-ordering process, by engaging consumers through industry-leading call centers, advanced Internet ordering capabilities, and point-of-sale marketing support at branches.

“Our research shows that by putting DeluxeSelect to work for our financial institution clients, we can increase their check order revenue by up to 50 percent per order,” said Feltz. “By putting our leading consumer research and knowledge to work and letting them know about our specialty products, such as licensed image check designs, leather checkbook covers and other enhancements, they’re going to get the products they want, rather than settling for basic checks. DeluxeSelect provides better customer satisfaction and reduced check program costs.”

DeluxeSelect is available in two tiers – DeluxeSelect Basic and DeluxeSelect Plus, matching the level of engagement an FI needs. Both options take the guesswork out of a check program by providing marketing support through promotional materials for use in check packages, branch lobbies, statement stuffers, etc.

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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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