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N E W S R E L E A S E

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Hughes Federal Credit Union Makes the Switch to Deluxe

St. Paul, Minn.— Deluxe Corporation (NYSE: DLX) today announced it will be the new provider of check printing services to Hughes Federal Credit Union of Arizona, based on its ability to help credit unions improve member satisfaction. Hughes will also use a variety of Deluxe's eCommerce solutions to streamline the account opening and check ordering process and incorporate Deluxe's leading fraud protection services.

"We needed to align ourselves with a check printing vendor that can help us achieve our aggressive growth goals," said Carla Craig, manager of operations support, Hughes Federal Credit Union. "Deluxe has the experience, technology solutions and marketing programs to help us deliver industry-leading service to our members while streamlining our operations."

MemberPlusSM makes the difference

Hughes FCU will use many of the services under Deluxe's exclusive MemberPlusSM program for credit unions. MemberPlus combines Deluxe's check printing services with its electronic connectivity services for account opening and check ordering. It also provides dedicated call center services and Deluxe's SecureMailSM check order fraud protection service.

"Today's credit unions are facing a variety of competitive challenges," said Chuck Feltz, president, Deluxe Financial Services. "Our relationship with Hughes will allow them to provide the best possible services to their current members and demonstrate a competitive edge to potential members."

Deluxe's MemberPlus program also provides Hughes with the right product mix with the broadest selection of specialty and licensed image check designs, the most advanced Internet check reordering options and access to Deluxe's Business Referral Program to help Hughes better serve its business members.

"The Business Referral Program was a key differentiator as we weighed our check printing vendor options," said Craig. "Our growth strategy includes building a larger base of businesses that we serve. Deluxe's understanding of the check and business forms needs of our members will help us provide better service to our business members and uncover new revenue opportunities for us."

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More information about Deluxe's MemberPlus program is available at <http://creditunion.deluxe.com>

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: 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.

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