



Deluxe Financial Services
P.O. Box 64235
St. Paul, MN 55164-0235
(651) 483-7111

N E W S R E L E A S E

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For additional information:

Maureen Hatteberg
Deluxe Financial Services
(651) 483-7503

Joe Thornton
Weber Shandwick
(952) 346-6180

Deluxe Helps You Fight Breast Cancer with Every Check You Write

Deluxe Contributions to the Susan G. Komen Breast Cancer Foundation Approach \$250,000

St. Paul, Minn.—Deluxe Corporation is expanding its support of breast cancer awareness by sponsoring a booth at the Komen Twin Cities' Race for the Cure[®] to be held this Sunday, Mother's Day, May 12, at Southdale Mall in Edina, Minn.

Deluxe donates nine percent of the proceeds from its "Checks for the Cure"[™] package to the Susan G. Komen Breast Cancer Foundation, and has raised nearly \$250,000 for the organization since April 2000. The checks and checkbook covers, which feature the recognizable pink ribbon and the Komen Foundation logo, are available exclusively through financial institutions that offer Deluxe products.

"Our 'Checks for the Cure'[™] package reflects consumers' passion for a cause that has touched so many American families," said Chuck Feltz, president, Deluxe Financial Services. "People can support the fight against breast cancer year round, reflect their personality and make a difference with every check they write."

Approximately 50,000 people are expected to participate in the Komen Twin Cities Race this year, which is one of 112 Races held nationwide to support the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease. The Race for the Cure Series is the largest series of 5K runs/fitness walks in the world.

In addition to "Checks for the Cure"[™], Deluxe also offers cause-related check packages that support environmental foundations and public television.

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.deluxe.com.

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The Power of a Promise™

The Susan G. Komen Breast Cancer Foundation was founded in 1982 on a promise made between two sisters – Nancy Brinker and her dying sister, Susan G. Komen. Twenty years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative research, meritorious awards and community-based outreach programs. Today, the Foundation celebrates the power of a promise and how a single person's vision can make a difference in the lives of millions.

For more information about breast health or breast cancer, call the Susan G. Komen Breast Cancer Foundation National Toll-Free Breast Care Helpline, 1.800 I'M AWARE® (1.800.462.9273), or visit the Foundation's Web site, www.komen.org.

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