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NEWS RELEASE

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Deluxe Donates \$100,000 to National Credit Union Foundation

Contribution renews support of the credit union movement

ST. PAUL, Minn.— Deluxe Financial Services today announced that it made a \$100,000 donation to the National Credit Union Foundation (NCUF). The contribution renews Deluxe's long-standing commitment to the credit union movement and places the company among the top-tier of NCUF supporters. The contribution helps support NCUF's mission of promoting and improving consumer financial independence through credit unions.

Deluxe, the world's leading check printer, is dedicated to developing strategic partnerships that enable credit unions to achieve their key objectives of increasing member satisfaction, improving operational efficiency and reducing costs. The company offers industry-leading products, services and consumer support designed to acquire, retain and grow member relationships. It also arms credit unions with access to industry and consumer insight through the Deluxe Knowledge Exchange Series, which features information and ongoing events for financial professionals to collaborate and develop innovative solutions to shared business challenges.

"The strongest way for credit unions to achieve member satisfaction and growth is to develop a comprehensive understanding of what consumers want and then deliver it," said Chuck Feltz, president, Deluxe Financial Services. "Deluxe is absolutely committed to providing the resources, engagement and support necessary to empower credit unions to excel in the eyes of their members. The commitment Deluxe has made to the credit union movement through this donation is just another way we prove our dedication to the industry."

In its ongoing efforts to improve consumer financial independence, NCUF supports its mission by making grants to organizations that support initiatives that: improve access to affordable financial services; increase financial education rates; and improve asset accumulation. Through donations such as this from Deluxe and via its award-winning Community Investment Fund, NCUF's programming has positively impacted millions of consumers throughout the world.

“The contribution we received from Deluxe will support the ongoing work of the NCUF to help credit unions to make a difference through service to their communities,” said Mary Cunningham, NCUF’s chairman and CEO of U.S. Federal Credit Union in San Diego. “Every partnership we enter into represents a significant step toward fulfilling our vision of providing more consumers with access to quality affordable financial services.”

About Deluxe Financial Services

Deluxe Financial Services (Deluxe) is a business unit of Deluxe Corporation (NYSE: DLX). Building on the company’s history as the leading check printer, Deluxe uses its knowledge and understanding of consumer preferences to orchestrate outstanding customer experiences for the financial institutions it serves. Deluxe offers a variety of checks and related products to enhance customer satisfaction, strengthen check program security, increase revenue and improve efficiency. More information about Deluxe is available at **www.deluxe.com**.

About the National Credit Union Foundation

Established in 1980, NCUF is the U.S. credit union movement’s primary charitable and fundraising organization for global credit union development. The Foundation has given nearly \$14 million in grants in support of its mission to promote consumer financial independence through credit unions. Visit the foundation’s website at www.ncuf.coop. For more information, contact Amy Swanstrom, Director of Grants & Communications at (608) 231-4395, or via e-mail at aswanstrom@ncuf.coop.

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