



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

N E W S R E L E A S E

For additional information:

Maureen Hatteberg
Deluxe Financial Services
(651) 483-7503

Jessica Newman
Weber Shandwick
(952) 346-6026

October 19, 2006

**Deluxe Introduces Web-Based Solution to Streamline Check
Ordering for Financial Institutions and Consumers**
Deluxe OrderProSM makes check ordering easy, quick and accurate

ST. PAUL, Minn. — Deluxe Financial Services today announced the launch of Deluxe OrderProSM, a browser-based eCommerce solution that supports branch and call center check ordering. Deluxe OrderPro streamlines check ordering and makes it easier for financial institutions to do business with Deluxe.

“In developing this new solution, we listened to what our financial institution clients wanted in a check order application—a simpler, easier way to order checks and streamlined interaction with Deluxe,” said Luann Widener, president, Deluxe Financial Services. “By integrating these preferences into Deluxe OrderPro, we’re confident this solution will enable financial institutions to leverage their check program and enhance service levels.”

A Web-based solution, Deluxe OrderPro enables banks and credit unions to improve the consumer experience when ordering checks in-branch. To ensure accurate orders, the solution enables real-time validation of consumer addresses and account numbers. In addition, Deluxe OrderPro eliminates software maintenance and updates, allowing front-line employees to focus on strengthening consumer relationships, promoting financial products and generating additional revenue.

“As the proven check experts, Deluxe is dedicated to providing relevant experiences and outstanding value to its financial institution clients and their consumers,” said Widener. “Deluxe’s comprehensive suite of products and services enables financial institutions to engage more deeply with consumers, differentiate themselves from their competitors and maintain a competitive edge.”

About Deluxe Financial Services

Deluxe Financial Services 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 consumer satisfaction, strengthen check program security, increase revenue and improve efficiency. More information about Deluxe is available at www.deluxe.com.

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