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NEWS RELEASE

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Virginia Credit Union League and Deluxe Announce New Agreement

Deluxe Knowledge Exchange Series reinforces shared business objectives, strengthens relationship

ST. PAUL, Minn.— Deluxe Financial Services today announced it has received endorsement from Virginia Credit Union League (VACUL), an association representing 229 credit unions and more than three million individual members throughout Virginia. The new relationship reflects a shared dedication to the growth and success of credit unions and a commitment to creating positive, memorable experiences for members.

As part of the new agreement, VACUL members will benefit from industry-leading research and consumer insights developed as part of the Deluxe Knowledge Exchange Series. A forum for financial institutions to network and overcome shared business challenges, the Knowledge Exchange Series exemplifies Deluxe's role as a trusted, valued partner to credit unions, helping them enhance member satisfaction and loyalty. By offering proven strategies for enhancing member service, the Knowledge Exchange Series further strengthens VACUL's commitment to "Preserving, Promoting and Unifying Credit Unions" throughout Virginia.

"Deluxe is absolutely committed to providing the resources, engagement and support necessary to empower credit unions to excel in the eyes of their members," said Chuck Feltz, president, Deluxe Financial Services. "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. This agreement is another example of Deluxe's efforts to support the credit union movement and help them achieve their business goals."

The Knowledge Exchange Series includes regional expos, *The Deluxe Knowledge Quarterly* publication and a Web site, <http://knowledgeexchange.deluxe.com/>. It also features the Knowledge Exchange Collaborative, a unique partnership of financial institution leaders who last year explored methods for improving member experiences and shared their findings with their peers. In addition to these resources, Deluxe will continue to provide check printing and turnkey solutions, working with VACUL to help its credit unions achieve their business objectives and remain a valued resource to members.

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“Deluxe provides our members with the quality products and consumer knowledge they need to successfully acquire, retain and grow member relationships,” said Terry Childress, senior vice president, VACUL. “We feel this is more than a check printing relationship, it is a strategic partnership for our credit unions and their league.”

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 and business preferences to orchestrate outstanding client 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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