

October 2, 2007



## **Deluxe Announces Earnings Release Date and Conference Call Information**

ST. PAUL, Minn., Oct. 2 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX) announced that it will report its 2007 third quarter financial results on Thursday, October 25, 2007 prior to market open. On the same day, the Company will hold an open-access conference call at 10:00 a.m. EDT (9:00 a.m. CDT). All interested persons may listen to the call by dialing 866-362-4829 (access code 43144439) approximately five minutes before the scheduled start time. The audio and accompanying slides will be available via a simultaneous webcast at <http://www.deluxe.com/investors>. For those unable to attend live, a telephone replay will be available after 12:00 p.m. EDT and through midnight on November 1st by dialing 888-286-8010 (access code 98860328), and the presentation will be archived on the Company's web site.

### **About Deluxe Corporation**

Deluxe Corporation, through its industry-leading businesses and brands, helps financial institutions and small businesses better manage, promote, and grow their businesses. The Company uses direct marketing, distributors, and a North American sales force to provide a wide range of customized products and services: personalized printed items (checks, forms, business cards, stationery, greeting cards, labels, and retail packaging supplies), promotional products and merchandising materials, fraud prevention services, and customer retention programs. The Company also sells personalized checks and accessories directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

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