

May 13, 2009



Deluxe Launches Website Designed For Small Business Owners

SHOREVIEW, Minn.--(BUSINESS WIRE)-- Deluxe Corporation (NYSE:DLX) today announced the launch of a newly redesigned website for small business owners: ShopDeluxe.com. The user-friendly website is a built around Deluxe's broad range of customized products and personalized services, all of which help small businesses get and keep customers.

The updated site offers:

- Integrated business services, including logo design, direct and email marketing, website design, hosting and support.
- More full-color printing options, including more than 800 full-color templates populated with copy and image placement suggestions for small businesses by industry, such as contractor, automotive repair, sporting goods, hardware, restaurants and many more.
- Industry solutions specifically tailored to the marketing needs of contractors, retailers and automotive businesses.
- Personalized views that show individual customized images and products as configured by the user, allowing instant online proofing and verification.

"The changes we made not only improved usability and product offerings of our site - they take it to a whole new level," said Bob Barr, vice president of Small Business Marketing, Deluxe Corp. "Now it is easier than ever for small business owners to partner with Deluxe to get and keep customers, build their unique brand and market their products and services online."

Deluxe has designed more than 30,000 professional logos for small businesses and currently provides hosting services to more than 300,000 websites. Deluxe continues to update its site to enhance the customer experience through additional state-of-the-art technology and relevant marketing content, along with new products and services to help its nearly 4 million small business customers grow.

About Deluxe Corporation

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

Source: Deluxe Corporation