

February 12, 2008



Deluxe Puts Its Best Face Forward

First Brand Update in 30 Years Contemporizes Signature "D" to Signal Business and Brand Strategy Changes

SHOREVIEW, Minn.--(BUSINESS WIRE)--

Deluxe Corporation (NYSE: DLX):

NEWS FACTS

- New logo embraces heritage, commitment to the future.
- Simplified "D" reflects streamlined approach and customer-focused go-to-market strategies.
- Deluxe moving to master-brand strategy, migrating more than 20 acquired sub-brands to the master brand.
- Internal and external design resources tapped for concepts. Final design created by long-time Deluxe employee.
- This is the first brand update for Deluxe in 30 years.

QUOTES

Lee Schram - CEO: "We want how we look to reflect who we are - and who we will become. We have made a lot of progress on our transformational journey, and now it is time to make our look match our work. We are proud to introduce a new Deluxe logo that represents both our heritage and our commitment to the future."

Terry Peterson - Vice President, Investor Relations & Chief Accounting Officer: "The new logo reflects our core operating principles and go-to-market strategy, but also builds on our heritage. This is a positive step that will be recognized and welcomed by the marketplace."

Laura Radewald - Vice President, Brand: "This is an exciting change that will send a signal both internally and externally that we are making progress in our transformation. Over the next few months we will be assessing the role and relationship each of our existing sub-brands has to the corporate identity. Based on this evaluation, we will begin to streamline and update our brand structure."

Wayne Lasky - Deluxe Designer: "Deluxe is forward-thinking, innovative and versatile. As an employee that's what is reflected in your work everyday, and is reflected in our new logo."

Deluxe Corporation today revealed its new corporate identity, the first update to the traditional 'D' in thirty years. The new logo signals the company's transformation into a broad-based solutions provider serving financial institutions and small businesses. Nearly 35 percent of Deluxe Corp. revenue now comes from non-check related products and services.

"Deluxe is in the midst of a transformational journey. We are working hard to become a solutions partner for small businesses and financial institutions that are looking for ways to run, protect and grow their businesses," said Lee Schram, CEO. "We are proud of our heritage in the check industry and we are committed to being the best check provider around, but we are more than just a check printer and we want our current and potential customers to know that every time they see our name."

The new logo captures Deluxe's rich heritage, spirit of innovation and energy. The streamlined 'D' provides a link to the Company's 93-year history, but signals a shift to new, more relevant, go-to-market strategies that will make it easier to do business with Deluxe. The white space within the new 'D' symbolizes the path to business success that Deluxe offers its customers. The addition of "Corp" to the logo is meant to signal a broadening of the company's strategy beyond checks.

"Our brand has a great heritage and strong existing equity, and in the near future we will begin to migrate more than 20 acquired sub-brands to the Deluxe master brand," said Laura Radewald, Vice President, Enterprise Brand. "Investing in the master brand is the most efficient and effective way for us to increase brand awareness for all the solutions we provide that help financial services companies and small businesses unleash their growth potential."

In the last five years Deluxe has responded to changing market needs in its two largest segments, small businesses and financial institutions. "Financial institutions are asking for our help in developing stronger relationships with their customers, especially small business customers. Small businesses are asking us to help them gain access to resources they need to run, protect and grow their businesses," said Schram. "We are helping them meet these needs in new ways, and that is the key to our future."

The new logo was designed by long-time Deluxe employee, Wayne Lasky, and was selected from a number of designs submitted by both internal and external resources.

MULTIMEDIA ELEMENTS

New logo

Deluxe history timeline

Photos: Lee Schram

TECHNORATI TAGS

Deluxe logo / Deluxe brand / DLX brand / DLX logo

LINKS and RESOURCES

Deluxe.com

Boilerplates

Building on our legacy as one of the top check producers in the North America, Deluxe has evolved into a trusted and valued advisor to financial institutions and small businesses.

A Fortune 1000 company with more than 8,000 employees, Deluxe helps financial institutions and small businesses grow their businesses through a wide range of innovative products and services in fraud prevention, customer loyalty and brand building.

Deluxe is also a proud community leader. Through the Deluxe Foundation, it has contributed more than \$84 million to local organizations and charitable giving programs since 1952. Over the years, Deluxe has received a number of prestigious awards for its responsible corporate citizenship, governance and industry best practices.

Source: Deluxe Corporation