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# **Deluxe Enters Strategic Partnership With BancVue**

## **REALChecking(R) to Strengthen Customer Acquisition & Retention for Deluxe Clients**

ST. PAUL, Minn., Jan. 12 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX), business partner to nearly 6,500 financial institution clients across North America, today announced an exclusive agreement with BancVue Ltd. that will make BancVue's REALChecking® program available to Deluxe community financial institution clients.

REALChecking is a system of innovative deposit products including REWARDChecking®, REALSaver™, REALGiving® and REALTunes® that are proven to drive non-interest income, attract new account holders, and increase retention for community financial institutions. BancVue supports each product with research-based marketing, data-driven consulting, and automated software.

"We're proud to make the REALChecking system available to our financial institution customers," said Susan Eick, Vice President of Financial Services Marketing at Deluxe Corporation. "REALChecking not only enhances the banking experience for consumers, it helps the community financial institutions offering the system achieve their business goals."

Deluxe Corporation and BancVue are both dedicated to helping community financial institutions build lasting relationships with their customers. With this exclusive agreement, Deluxe brings new channels for BancVue's REALChecking, including an extended field sales force, and additional relationships with financial service associations that serve thousands of community banks and credit unions.

"Deluxe has a reputation built on integrity, flexibility and superior customer service," said Susan Sierota, CMO of BancVue. "They are the perfect partner for us in our efforts to help community financial institutions around the country drive non-interest income, attract new account holders and increase retention."

### **About Deluxe Corporation**

Deluxe Corporation is a growth engine for small businesses and financial institutions. Through its industry-leading businesses and brands, the Company helps small businesses and financial institutions attract and retain customers. The Company employs a multi-channel strategy to provide a suite of lifecycle driven solutions to its customers. In addition to its personalized printed products, the Company offers a growing suite of business services, including logo design, payroll, web design and hosting, business networking and other web-based services to help small business grow. In the financial services industry, Deluxe sells check programs and fraud prevention, customer loyalty and retention programs to help banks build lasting relationships and grow core deposits. The Company also sells

personalized checks, accessories, stored value gift cards and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

### **About BancVue**

BancVue is a leading provider of innovative products, marketing, and consulting solutions to community financial institutions nationwide. BancVue serves over 650 community banks and credit unions around the country which benefit from the implementation of BancVue's products, including Kasasa™, a national brand of superior products that gives community financial institutions the marketing scale they need to compete, and REALChecking®, a system of innovative products, superior marketing, and data-driven consulting. For more information on BancVue, visit [www.bancvue.com](http://www.bancvue.com).

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