

May 6, 2010



Majority of Small Businesses Saddled With Websites That do not Meet Their Needs

Deluxe Corporation Offers Free Website Redesign and Web Hosting to Small Business with Worst Website

ST. PAUL, Minn., May 6 /PRNewswire-FirstCall/ -- Many small businesses have a love-hate relationship with their websites — they love to reach new customers online, but struggle to keep the sites fresh and up-to-date. Deluxe Corporation (NYSE: DLX) is looking for those in most desperate need of a website makeover to receive complimentary website tools and services in the "I Hate My Website" contest.

Small businesses can enter at www.ihatemywebsitecontest.com until May 15, 2010. The grand prize winner will receive a free WebExpress(SM) site redesign, one year of Web hosting from Deluxe and a Gateway® Netbook LT2104u. The grand-prize package has an approximate retail value of \$1,800.

"Having a solid online presence is critical to growing a business," said Joanne McGowan, segment leader, Small Business Services at Deluxe. "Deluxe recognizes that many small business owners do not have the time or expertise to improve their websites. Our proprietary tools and services can fulfill this need, which is why we're excited to be sponsoring the 'I Hate My Website' contest."

A recent Deluxe survey found the majority of small businesses (56 percent) feel they are saddled with websites that do not meet their needs. Among the survey findings:

- 21 percent of respondents said that their website needs more work in terms of content and layout
- 29 percent of respondents said their website needs an overall refresh

Deluxe's WebExpress provides users with access to more than 5,000 professionally designed website templates, one-on-one website design, consultation with an experienced website designer, search engine optimization and e-commerce design service. Through WebExpress, businesses also receive bundled website updates and maintenance service, along with marketing applications to help them reach new customers and communicate with existing customers.

"Deluxe has spent years working closely with small businesses. We can anticipate needs and tailor our tools and services to help small business owners achieve their goals," McGowan said. "Our WebExpress offering makes it easy for small businesses to quickly establish or grow their online presence. Business owners have access to skilled experts who can deliver a professional, custom site within 10 business days."

More than 60 prizes will be awarded in the "I Hate My Website" contest. Fifty entrants will receive \$50 DeluxeCard® Visa® gift cards and one month of free website hosting and design with the purchase of a WebExpress package. From these 50, a popular vote will determine the 10 finalists who each will win a Flip Video™ Ultra Series II Camcorder White/Silver Model U1120W. Deluxe will select the grand prize winner from the finalists.

About the Survey

Deluxe Corporation fielded an in-depth phone and online survey completed by 227 small business owner respondents through an independent research company. Complete results are available on request.

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, and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

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