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PostNet Selects Deluxe Franchise Services to Bring Online Marketing Resource Center to Neighborhood Businesses Nationwide

ST. PAUL, Minn., Oct. 18 /PRNewswire/ -- Deluxe Corporation (NYSE: DLX), through its Franchise Services group, has been selected by PostNet to upgrade the online marketing resource center for the company's more than 400 U.S. neighborhood business center locations.

This user-friendly ecommerce tool provides PostNet franchisees with easy access to PostNet-branded marketing materials and store supplies. It enables a uniform presentation of the PostNet brand, which helps to assure customers of a quality, consistent experience across PostNet locations.

"Providing franchisees with materials and support to help them get and keep customers is key to delivering value to our owners," said Brian Spindel, president and COO of PostNet. "The new site is receiving very positive reviews and enables franchisees to increase new customer acquisition and retention."

"Our goal is to provide superior creative, technical and marketing solutions that help our partners grow," said Fred Collins, director of Deluxe Franchise Services. "We are pleased to unveil the PostNet partnership, which resulted in a robust custom product and implementation. We are encouraged by the early results of this close collaboration."

The online marketing portal provides franchisors with a tool for promoting and managing their brand assets while providing franchisees easy access to their marketing collateral and branded merchandise and apparel. For more information, interested franchisors should reach out to DeluxeFranchiseServices@deluxe.com.

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 www.deluxe.com.

About PostNet

Founded in 1993, Denver-based PostNet has more than 850 locations worldwide, including nearly 400 in the United States. Each locally owned and operated PostNet Neighborhood Business Center specializes in meeting the design, printing, copying and shipping needs of businesses and busy consumers, with a focus on exceptional, personal customer service. PostNet centers offer full-service digital printing; full- and self-service copying; document binding and finishing; and services like graphic design, computer rental stations, private mailbox rentals and more. They also offer expert packaging services and shipping with UPS, FedEx, DHL and the U.S. Postal Service. To learn more, visit <http://www.postnet.com>.

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