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New Mobile Website Service From Aplus.net Helps Small Businesses Reach Customers Anytime, Anywhere

'Do It Yourself' and 'Do It For Me' options compatible on more than 4,500 mobile devices

ST. PAUL, Minn., Oct. 27 /PRNewswire/ -- Small business owners can now present a professional, easy-to-navigate experience when their customers are searching for them with mobile devices. Aplus.net, a unit of Deluxe Corporation (NYSE: DLX), announced today the launch of its Mobile Website Service, a way for small businesses to customize their primary websites for effective search and navigation on smartphones.

The Mobile Website Service will allow Aplus.net's small business customers to create mobile websites that include user-friendly features such as click-to-call contact information, online purchasing, electronic forms and real-time integration with social media channels like Facebook and Twitter. All Aplus.net mobile plans include reporting and analytics, offering small businesses detailed, real-time data on customer activity and sales.

"Mobile websites are quickly becoming one of consumers' most direct routes to small business storefronts," said Peter LaMantia, president Aplus.net. "In the United States, industry watchers forecast more than 270 million cell phone subscriptions by 2014 and more than 80 percent of those are expected to be smartphones. Mobile sites are becoming imperative for small businesses to stay relevant and to get and keep customers. As a growth engine for small businesses, we are excited to add mobile to our suite of web services."

Small businesses using Aplus.net's Mobile Website Service can select a "do it yourself" option, in which they design their site using a mobile design interface, or a "do it for me" option, in which small business customers work with Aplus.net's web design experts to build their mobile website presence. The Mobile Website Service starts at \$9.95 per month. For more information, go to www.aplus.net/mobile-websites/.

About Aplus.net

One of the industry's longest-running web hosting and Internet services providers, Aplus.net specializes in helping small businesses build an online customer base with a comprehensive range of services that includes shared hosting, dedicated hosting, web design, online marketing, e-commerce, domain name registration and more. Aplus.net has received multiple awards for excellence, including the prestigious CNET™ Editors' Choice Award. For more information about Aplus.net, please visit www.aplus.net.

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 businesses 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.

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