

May 9, 2007



Deluxe Announces Pricing of Senior Notes Offering

ST. PAUL, Minn., May 9 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX) today announced the pricing of \$200 million principal amount of its Senior Notes due 2015 in an unregistered offering. The notes will pay interest semi-annually at a rate of 7.375% per annum. The notes will be unsecured obligations of the Company. They are being offered within the United States only to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933 and to persons in offshore transactions in reliance on Regulation S under the Securities Act. The Company intends to use the net proceeds from the offering, plus cash on hand, to repay the outstanding balance under the Company's credit facility, for general corporate purposes and to repay the aggregate principal amount of the Company's 3.5% notes outstanding upon their maturity on October 1, 2007. The closing of the offering is expected to occur on May 14, 2007 and is subject to the satisfaction of customary closing conditions.

The notes have not been registered under the Securities Act and therefore may only be offered or sold in the United States pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable state securities laws.

This communication shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the notes in any state or jurisdiction in the United States in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such state of jurisdiction.

About Deluxe

Deluxe Corporation, through its industry-leading businesses and brands, helps financial institutions and small businesses better manage, promote, and grow their businesses. The Company uses direct marketing, distributors, and a North American sales force to provide a wide range of customized products and services: personalized printed items (checks, forms, business cards, stationery, greeting cards, labels, and retail packaging supplies), promotional products and merchandising materials, fraud prevention services, and customer retention programs. The Company also sells personalized checks and accessories directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

Forward-looking Statements

Statements made in this release concerning the Company's or management's intentions, expectations, or predictions about future results or events are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current expectations or beliefs, and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Our forward-looking statements speak only as of the time made, and except as required by federal securities laws, we assume no

obligation to publicly update any such statements. Information concerning factors that could cause actual results and events to differ materially from the Company's current expectations are contained in the Company's Annual Report on Form 10-K for the year ended December 31, 2006 and any updates in subsequent filings with the SEC.

SOURCE Deluxe Corporation