

October 1, 2007



## **Deluxe Announces Repayment of \$325 Million Senior Unsecured Notes**

ST. PAUL, Minn., Oct. 1 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX) announced today that it has repaid its \$325 million, 3.5% senior, unsecured notes due October 1, 2007, plus accrued interest, using proceeds from liquidating short-term investments and available capacity on its committed lines of credit. The Company previously announced that it had issued \$200 million of 7.375% senior, unsecured notes in May, 2007, the proceeds of which were primarily invested in the above-mentioned investments in anticipation of the October, 2007 maturity.

### **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>.

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