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## **Deluxe Introduces Line of Solutions to Help Banks Maximize Value of Mergers**

### **Fast Forward(SM) Conversion Services by Deluxe creates smoother conversions**

SHOREVIEW, Minn., July 23 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX) announced today it is offering a newly bundled line of marketing solutions to help financial institutions maximize the value of mergers and acquisitions. In a rapidly changing banking climate, a consolidation or acquisition can be a lucrative yet high-risk business strategy. Leveraging industry acquisition best practices, Fast Forward Conversion Services from Deluxe is designed to help financial institutions quickly maximize their return on investment by increasing account retention, building customer loyalty and reducing costs.

"Research shows that customers of an acquired bank are three times as likely to leave post-merger. Attracting new customers costs five to 10 times as much as keeping existing ones," said Susan Eick, vice president of financial services marketing for Deluxe Corporation. "We've been helping our customers quickly and seamlessly implement successful conversions for nearly a century. Our broad range of experience - particularly with account retention and customer care - is what drove the development of the Fast Forward approach."

The greatest risk for accountholder attrition is during the first 90 days of a new relationship. Deluxe works with a financial institution to quickly develop a customized, multi touch, multi channel communication strategy targeting personal and business accountholders.

Once the strategy is developed, Deluxe helps the financial institution execute Fast Forward solutions like direct mailings, personalized outbound customer calls, replacement checks and accountholder gifts. Fast Forward products and services include:

- DeluxeCalling(R) - A high-touch outbound calling program tailored to a financial institution's objectives and brand vision that provides a positive, lasting impression with targeted, high-potential accountholders.
- DeluxeSelect(R) - A merchandising strategy based on leading industry research that allows accountholders to choose products and services that best fit their needs.
- Deluxe(R) Business Success Kit - A marketing services kit for small business customers that offers relevant, value-added tips, incentives and resources for affordably priced, professional-quality marketing tools.
- Identity Guard(R) by Intersections, Inc. - An industry-leading suite of consumer-paid identify theft defenses providing four levels of service that address different levels of risk.

With the help of Deluxe, MidWestOne Bank based in Iowa City, Iowa created a smooth post-merger account conversion strategy that included mailings and outbound calls to personal

and business customers during its transition. They achieved a 69 percent response rate from business accountholders who ordered checks with their new account information.

"We had customer feedback that they were very happy with the professionalism and promptness of the DeluxeCalling team," said Barbara Millward, second vice president of MidWestOne Bank. "I simply don't know how we could have moved through this process without Deluxe. They were very flexible, very accommodating and a tremendous resource."

For more information about Fast Forward Conversion Services by Deluxe, visit [www.deluxe.com/fastforward](http://www.deluxe.com/fastforward) or call 1-888-633-5893.

### *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 life-cycle 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, stored value gift cards and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

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