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# Deluxe Unveils Comprehensive Suite of Identity Theft Protection Solutions for Financial Institutions

## Deluxe Provent Helps Lower Risk, Strengthen Account Holder Relationships

ST. PAUL, Minn., Feb. 12 /PRNewswire-FirstCall/ -- With powerful tools to help prevent and respond to identity theft, Deluxe Corporation (NYSE: DLX), a business partner to nearly 6,400 financial institutions in North America, introduces Deluxe Provent(SM) – a flexible, integrated suite of identity theft protection solutions.

Deluxe Provent includes a range of services to enhance and build account-holder relationships, and to give consumers peace of mind. Unlike many products, features of Deluxe Provent can be packaged and sold according to the preference of the financial institution.

"The flexible program features of Deluxe Provent allow financial institutions and consumers to customize their ideal identity theft protection solution," said Susan Eick, Vice President of Financial Services Marketing at Deluxe. "This state-of-the-art identity theft protection program can help differentiate financial institutions from their competition. It also can help attract and retain security-conscious customers, while creating an opportunity for additional fee income during these challenging economic times."

Deluxe Provent was developed in partnership with EZShield(SM), a leading provider of identity theft protection and restoration service. Options for consumers include:

- ID Restoration: A dedicated specialist is assigned to each Deluxe Provent user, to assist identity theft victims with recovery. The service also includes reimbursement of out-of-pocket costs related to recovery. The service is backed by the EZShield Promise that states in the event of an identity theft event, EZShield will provide complimentary prevention detection and restoration services for up to one year.
- ID Protect: Expands the offerings of ID Restoration to include proactive Internet monitoring and alerts. The service searches public information to identify risks, and includes a personalized consumer dashboard.

In addition to its many consumer options, Deluxe Provent includes tools specifically for financial institutions including **Fraud Trac**, a case management tool to help comply with Red Flag reporting requirements, as well as a suite of breach consulting services to assist with risk assessment, prevention and response.

## **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 <http://www.deluxe.com>.

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