

March 23, 2010



## **Deluxe Recognized for High Standards in Customer Privacy and Security**

### **TRUSTe Privacy Seal demonstrates commitment to consumer privacy protection**

ST. PAUL, Minn., March 23 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX), business partner to nearly 6,400 financial institutions and millions of small businesses across North America, announced today that it has been awarded the distinguished TRUSTe Privacy Seal for its deluxe.com website. The TRUSTe Privacy Seal reflects completion of a rigorous certification process and Deluxe's compliance with best practices in online consumer privacy.

"For nearly 100 years, Deluxe has been a trusted custodian of our customers' confidential financial information," said Linnea Solem, Chief Privacy Officer at Deluxe. "The attainment of TRUSTe certification reinforces our efforts and instills confidence by those who visit and transact with us online."

The TRUSTe Privacy Seal is one of the most recognized branded symbols of trust among consumers. The TRUSTe Privacy Seal communicates that a Web site has posted a privacy statement and that its information gathering and dissemination practices follow guidelines for notice, choice, access, security and redress outlined in the Federal Trade Commission's Fair Information Practices.

"Third-party trustmarks have become an essential tool for consumers to know who to trust," said Fran Maier, President and Executive Chair of TRUSTe. "We are pleased to have Deluxe join us in increasing consumer trust and following industry-best privacy practices."

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

### **About TRUSTe**

TRUSTe Privacy Seals help consumers click with confidence by guiding them to trustworthy Web sites. Thousands of Web sites rely on TRUSTe industry best practices to help them make the right decisions about privacy and protecting confidential user information. Half of the top fifty Web sites are certified to TRUSTe's leading practices including, Disney, eBay, Facebook, Intuit, Microsoft and Yahoo. To find out more, visit <http://www.truste.com>.

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