

April 8, 2010



## **Deluxe Announces Earnings Release and Upcoming Presentation**

**- First Quarter Financial Results and Conference Call**

**- D.A. Davidson & Co. '12th Annual Financial Services Conference'**

ST. PAUL, Minn., April 8 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX) announced that it will report its 2010 first quarter financial results on Thursday, April 22, 2010 prior to market open. On the same day, the Company will hold an open-access conference call at 11:00 a.m. ET (10:00 a.m. CT). All interested persons may listen to the call by dialing 1-866-356-4279 (access code 50102845) approximately five minutes before the scheduled start time. The audio and accompanying slides will be available via a simultaneous webcast at <http://www.deluxe.com> under the News and Investor Relations tab. For those unable to attend live, a telephone replay will be available after 2:00 p.m. ET and through midnight on May 7th by dialing 1-888-286-8010 (access code 12038330), and the presentation will be archived on the Company's web site.

The Company also announced that Terry Peterson, Chief Financial Officer and Jeff Johnson, Treasurer and Vice President, Investor Relations will be presenting at the D.A. Davidson & Co., 12th Annual Financial Services Conference in Seattle on May 13th.

### **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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