

May 3, 2010



Designed for Success: Three Small Businesses Win Brand Makeover From Deluxe

Entrepreneurs still have time to enter Project Rev for customized marketing support

ST. PAUL, Minn., May 3 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX) today announced the three grand prize winners of its Deluxe Business Makeover Sweepstakes, designed to help small businesses transform their image.

The grand prize winners, randomly selected from 8,300 entries, each received \$15,000 in prizes – comprised of a \$10,000 gift certificate from Target Commercial Interiors™ featuring HON® furniture and a \$5,000 DeluxeBucks® gift certificate to use towards logo and website design, promotional products, and additional marketing and branding solutions. Deluxe also awarded 10 second-place winners \$500 in DeluxeBucks.

"We realize these are challenging times for small business owners, and Deluxe wanted to do its share to help," said Joanne McGowan, segment leader, Small Business Services at Deluxe. "This program is one of many ways we are working with small businesses to help drive their growth and success."

Grand prize winner **Lynn Blake, of the plumbing company Father & Son Enterprises in Marion, N.C.**, already has teamed with Deluxe's Web Services Department to register and design a website for the 23-year-old business (www.fatherandsonenterprises.com). She also has ordered custom invoices, and plans to add promotional items such as pens, coffee mugs and magnets.

"I always thought marketing and promotional items were for big companies," Blake said. "I've learned that's not the case."

Grand prize winner **Cynthia Stevens of Wilson Realty in Crisfield, Md.** is working to complete the company's new website and is considering a logo refresh. Grand prize winners **Sara and Elmer Grosser of Diefenbacher Greenhouses of Cincinnati, Ohio**, still are deciding how to use their DeluxeBucks, but plan to focus on marketing their Blue Ribbon Blooms brand to consumers.

Follow all of the winners' stories at www.deluxesmallbizblog.com.

Still Time to Join: Project Rev

Deluxe also is supporting entrepreneurs with Project Rev, a marketing lab to provide small businesses with the tools and expert resources to discover and execute marketing programs that work for them. Apply at www.projectrev.com until May 4, 2010.

Selected participants will win a range of marketing tools and services valued at up to \$5,000 and a year of mentorship. The marketing resources will be based on individual need and could include Web site design and hosting; search engine optimization; e-mail marketing; promotional products; logo design; print marketing support; market research insight; and marketing plan development.

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>.

About Target Commercial Interiors

Founded in 1954, Target Commercial Interiors is a wholly owned subsidiary of the Target Corporation, and one of the largest commercial interior firms in the United States. In 12 offices across four states and India, Target Commercial Interiors provides professional grade, cost-effective solutions for a wide range of clients including: Fortune 1000 companies, small to medium sized companies, home offices, K-12 and higher education, healthcare facilities, hotels, casinos, assisted living centers, stadiums and arenas.

About The HON Company

The HON Company is North America's leading provider of workplace solutions to the office furniture industry's mid-market segment. Well known for operational excellence and customer service, The HON Company offers a full line of products that includes panel systems, seating, desks, storage files and tables. From its *Park Avenue Collection*™ to its award-winning *Perpetual*™ chair, the company focuses on meeting the unique needs of small and medium-sized businesses with high-quality furniture delivered quickly and reliably.

SOURCE Deluxe Corporation