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Deluxe Names David Hemler Senior Vice President of Small Business Services

ST. PAUL, Minn., July 13 /PRNewswire-FirstCall/ -- Deluxe Corporation (NYSE: DLX) announced today that it has hired David Hemler to be Senior Vice President of its Small Business Services segment. Hemler assumed his new position on July 12, 2010. He joins Deluxe from Best Buy, where he served as President of Best Buy for Business.

"Small Business Services has been on an important journey during the past 18 months and great progress has been made," said Lee Schram, CEO. "The time is right to bring in a leader like Dave to build on that momentum and drive revenue growth for Small Business Services and the enterprise."

Hemler brings a broad range of experience leading sales and marketing organizations, with specific expertise in the small business arena, including three years at Best Buy; 11 years at Microsoft, where he was President of Microsoft Canada and Regional Vice President of Small and Midmarket Solutions; and five years at Andersen Consulting (now Accenture). He holds a Bachelor of Arts degree in Economics and Psychology from the University of Notre Dame and an MBA from the University of Chicago Booth School of Business.

"Joanne McGowan has provided tremendous leadership in Small Business Services since taking on the interim role in October 2008," said Schram. He added, "She will continue to consult with Deluxe in a new interim role working with Dave in refining our strategies and tactics for new business services."

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 and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

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