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Deluxe Announces Expiration of Cash Tender Offer for Its 5.00% Senior Notes Due 2012

ST. PAUL, Minn., March 22, 2011 /PRNewswire/ -- Deluxe Corporation (NYSE: DLX) today announced the expiration of its previously announced cash tender offer to purchase its outstanding 5.00% Senior Notes due 2012 (the "Notes"). The tender offer expired at 11:59 p.m., New York City time, on March 21, 2011 (the "Expiration Time").

As of the Expiration Time, an aggregate principal amount of \$195,463,000 million of outstanding Notes had been validly tendered and not validly withdrawn, representing approximately 69.73% of the outstanding aggregate principal amount of the Notes. Notes validly tendered and not validly withdrawn at or prior to 5:00 p.m., New York City time, on March 11, 2011 (the "Early Acceptance Date") were purchased on March 15, 2011. All of the Notes validly tendered after the Early Acceptance Date and at or prior to the Expiration Time are expected to be purchased on March 23, 2011.

The total consideration for each \$1,000 principal amount of Notes validly tendered, not validly withdrawn and accepted for purchase is \$1,045. In addition, holders whose Notes are purchased in the tender offer will receive accrued and unpaid interest in respect of their purchased Notes from the most recent interest payment date to, but not including, the applicable payment date for the Notes.

J.P. Morgan Securities LLC and Credit Suisse Securities (USA) LLC acted as dealer managers for the tender offer and as solicitation agents for the concurrent consent solicitation. Wells Fargo Bank, National Association acted as the depositary for the tender offer and the consent solicitation. Georgeson Inc. acted as the information agent for the tender offer and the consent solicitation.

About Deluxe Corporation

Deluxe Corporation's vision is to be the best at helping small businesses and financial institutions grow. Through its various businesses and brands, the Company helps small businesses and financial institutions better grow, operate and protect their businesses. The Company employs a multi-channel strategy to provide a suite of life-cycle driven solutions to its customers. The Company uses direct marketing, a North American sales force, financial institution and telecommunication client referrals, the internet and independent distributors and dealers to provide its customers a wide range of customized products and services. The Company produces personalized printed products, such as checks, forms, business cards, stationery, greeting cards and labels, as well as promotional products, marketing materials and retail packaging supplies. In addition, the Company offers a growing suite of business services, including web design and hosting, fraud protection, payroll, logo design, search engine marketing, business networking and other web-based services. In the financial services industry, the Company sells check programs and services which help financial

institutions build lasting relationships with their clients, including fraud prevention, customer acquisition, regulatory and compliance, direct mail marketing analytics and profitability programs. The Company also sells personalized checks, accessories and other services directly to consumers.

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