

April 14, 2011



Deluxe Announces Earnings Release Date and Conference Call Information

ST. PAUL, Minn., April 14, 2011 /PRNewswire/ -- Deluxe Corporation (NYSE: DLX) announced that it will report its 2011 first quarter financial results on Thursday, April 28, 2011 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 1-866-383-7998 (access code 47416099) 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 12, 2011 by dialing 1-888-286-8010 (access code 98653998), and the presentation will be archived on the Company's web site.

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 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>.

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