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## **Deluxe Offers Relief for Small Business Owners Impacted by Recent Tornadoes and Severe Storms**

Affected small business owners can receive assistance needed to restore business operations

ST. PAUL, Minn.--(BUSINESS WIRE)-- Deluxe Corporation (NYSE:DLX), today announced assistance is available for small business owners recently affected by the tornadoes and severe storms in Alabama, Mississippi, Arkansas and other Southeastern states. Deluxe will replace and ship, free of charge, small business owners' most recent Deluxe orders lost as a result of the storms.

"In natural disasters, small companies and local business owners need help in restoring their business operations," said Malcolm McRoberts, senior vice president, Deluxe Small Business Services. "We hope our relief efforts will help small businesses owners to recover quickly, continue operations, process payables and carry out other necessary business activities."

Deluxe's relief efforts include the following:

- Product Replacement - Deluxe offers small business owners a free replacement on their most recent orders of Deluxe business products such as checks, forms or envelopes.
- Free Shipping - Program participants receive free ground shipping when ordering replacement products.
- Telephone Support -To participate in this relief program, call 1-888-345-0060 toll-free and use order code 49194. The offer will remain in effect until December 31, 2011.
- Discount to New Customers -New customers in states that have been impacted by these recent storms can receive 20% off most Deluxe small business products and services. To participate in this relief program, call 1-888-345-0060 toll-free and use order code FH958. Some restrictions apply.

In addition, the Deluxe Corporation Foundation will contribute \$25,000 to the American Red Cross in support of relief efforts for communities impacted by the recent tornadoes.

### **About Deluxe Corporation**

Deluxe Corporation is a growth engine for small businesses and financial institutions. Through its industry-leading businesses and brands, Deluxe 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, Deluxe offers a growing suite of small 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. Deluxe also sells personalized checks, accessories and other services directly to consumers. For more information about Deluxe, visit [www.deluxe.com](http://www.deluxe.com).

#### About the Deluxe Corporation Foundation

Since its creation in 1952, the Deluxe Corporation Foundation has awarded more than \$90 million to education, arts and human services programs. To learn more, visit [www.deluxe.com/about-deluxe/foundation.jsp](http://www.deluxe.com/about-deluxe/foundation.jsp)

Source: Deluxe Corporation