

October 3, 2011



Protect Friends and Family From Electronic Pickpockets by Giving Them an RFID-Blocking Wallet This Holiday

SecureMyID(TM) Wallets & Accessories Prevent Theft Without Sacrificing Style

COLORADO SPRINGS, CO -- (MARKET WIRE) -- 10/03/11 -- This holiday season give the gift that helps prevent your friends and family from falling victim to electronic pickpockets -- SecureMyID™ RFID-blocking wallets (www.checksunlimited.com/securemyid). Designed to be both functional and stylish, these wallets are the perfect present for anyone who carries credit/debit cards and identification. In addition to wallets, the line includes card holders, passport covers and organizers -- all affordably priced at under \$40. The SecureMyID™ line was recently introduced by Direct Checks Unlimited Sales, Inc., the nation's largest direct-to-consumer check manufacturer and a subsidiary of Deluxe Corporation (NYSE: DLX).

What's electronic pickpocketing?

While most people know you should never let the person behind you in line at the ATM see your account number PIN, the digital age now presents other less obvious threats. As new technologies create greater convenience, opportunities for would-be thieves also increase. An example of one such technology is radio frequency identification (RFID), which allows you to pay with your credit card with a quick swipe at checkout. A new breed of criminals -- called electronic pickpockets -- can use an inexpensive scanner (less than \$100 online) to read that same credit card and identification information from a purse or wallet without the owner's knowledge. The criminals can use the information to make unauthorized purchases and assume the victim's identity. Authorities say the scanners work from at least five feet away. Thieves don't have to touch their target to get what they want.

Who's vulnerable?

Anyone with credit/debit cards, identification cards and passports with an RFID chip is vulnerable. One out of every 10 credit cards now features RFID technology and experts predict 80 percent of all major credit cards will include it within the next five years. That equates to approximately 140 million people.* Police report that the number of cases of RFID theft throughout the country is on the rise.**

Why give SecureMyID™?

"Every year, people struggle to find truly unique gifts for their friends and family -- special items they could really use and wouldn't necessarily buy for themselves," said Lauren Enos, New Product Analyst of Checks Unlimited. "Most Americans are not aware of the problem of electronic pickpocketing. SecureMyID™ wallets save people from the significant pain and inconvenience associated with falling victim to theft. At the same time, they're presents that make the gift giver look smart and savvy. They're great for anyone -- from the kid away at college, to mom or dad."

SecureMyID™ wallets and accessories are available in a variety of styles. The wallet collection includes both leather and nylon options in an assortment of colors. Prices range from \$15.95 to \$39.95. An executive organizer (\$34.99), a passport case (\$24.99), and purse organizers (\$29.98) are also available. All items are available for purchase from the Checks Unlimited website: www.checksunlimited.com/securemyid.

Direct Checks Unlimited Sales, Inc.

Direct Checks, a unit of Deluxe Corporation, is the nation's leading direct-to-consumer check supplier, selling under various brand names including Checks Unlimited®, Designer® Checks, Checks.com, Check Gallery®, The Styles Check Company®, and Artistic Checks®, among others. Through these brands, we sell personal and business checks and related products and services directly to consumers using direct response marketing and the internet.

About Deluxe Corporation

Deluxe is a growth engine for small businesses and financial institutions. Four million small business customers access Deluxe's wide range of products and services including customized checks and forms as well as web-site development and hosting, search engine marketing, logo design and business networking. For financial institutions, Deluxe offers industry-leading programs in checks, customer acquisition, regulatory compliance, fraud prevention and profitability. Deluxe is also a leading printer of checks and accessories sold directly to consumers. For more information, visit us at www.deluxe.com, www.facebook.com/deluxecorp or www.twitter.com/deluxecorp.

*According to a story by News Channel 3 in Memphis

**According to a report by KTVB 11 in Alaska

Source: Deluxe Corporation