

October 14, 2011



Company Profile for 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.

Company: Deluxe Corporation

Headquarters Address: 3680 Victoria Street North
Shoreview, MN 55126

Main Telephone: 651-483-7111

Website: <http://www.deluxe.com/>

Ticker: DLX(NYSE)

Type of Organization: Public

Industry: Manufacturing

Key Executives:
CEO: Lee Schram
CFO: Terry Peterson
SVP, General Counsel and Secretary: Anthony Scarfone

Investor Relations

Contact: Jeff Johnson
Phone: 651-787-1068
Email: investor.relations@deluxe.com

Public Relations

Contact: Terri Shapiro
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Source: Deluxe Corporation