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New SwitchAgent Service Allows Consumers to Quickly and Easily Switch Financial Institutions

First end-to-end solution solves challenges of transferring online bill payments

ST. PAUL, Minn.--(BUSINESS WIRE)-- [Deluxe Corporation](#) (NYSE: DLX) today announced its new SwitchAgent™ service, which allows consumers to easily and quickly move their accounts from one financial institution to another. According to the Ernst & Young Global Consumer Banking Survey 2012, consumers are more likely than ever to shop around for new account options. However, many people may fail to switch because of the hassle and complexity involved in transferring accounts.

SwitchAgent significantly reduces the amount of time it takes for consumers to complete a switch. A SwitchAgent representative conducts a brief call with the customer and arranges for the transfer of recurring withdrawals and deposits to the customer's new account. The agent then provides a schedule and code to the SwitchAgent secure website where the consumer completes the process by transferring his or her bill pay transactions. The account holder's bill pay page is populated to their new account with the payee data from their previous online account.

"SwitchAgent provides consumers with more flexibility and choice," said John Filby, senior vice president, Financial Services of Deluxe Corporation. "Deluxe closely tracks consumer sentiment and needs, and our research shows people want a simpler way to switch financial institutions without losing important existing bill pay data. Using SwitchAgent, consumers can transfer their information in 30 minutes or less, instead of hours or days."

For more information, please contact your financial institution to ask if they offer SwitchAgent.

About Deluxe Corporation

Deluxe is a growth engine for small businesses and financial institutions. Over four million small business customers access Deluxe's wide range of products and services including customized checks and forms as well as website 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, <http://www.facebook.com/deluxecorp> or <http://twitter.com/deluxecorp>.

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