

September 1, 2016



## Deluxe to Be Featured in New CNBC Series "Cleveland Hustles"

*Deluxe to lend marketing advice to small businesses competing on the show*

SHOREVIEW, Minn.--(BUSINESS WIRE)-- Deluxe Corporation will be featured in CNBC's "Cleveland Hustles," a new primetime reality show about small business.

In "Cleveland Hustles," four aspiring local entrepreneurs will be given the chance to realize their own dreams while also helping to revitalize a neighborhood in Cleveland. If successful, these businesses will provide jobs and services in an underserved neighborhood.

"Through our synergistic partnership with Deluxe, our teams were able to give back to the city of Cleveland, deepening the revitalization and growth within this passionate community," said Tom Clendenin, SVP marketing, CNBC.

"Being part of 'Cleveland Hustles' is really a natural extension of the work Deluxe has been doing with the Small Business Revolution on Main Street," explained Amanda Brinkman, chief brand and communications officer for Deluxe. "We are teaching small business owners that marketing does not have to be scary and that it can be the difference between success and failure for small businesses. You do not have to invest a lot of money in marketing but you have to do it right."

This opportunity allowed Deluxe to showcase the company's small business marketing services and products, including social media marketing, email marketing, logo creation and more. Brinkman is featured in one of the eight episodes where she lends marketing advice to one of the businesses to help better position their products for consumer sale. CNBC is also creating digital branded content segments featuring Deluxe providing marketing advice to several other businesses, which will appear on CNBC.com throughout the season.

Deluxe has been showcasing their love of small business through the Small Business Revolution project since early 2015. This fall, Deluxe will release a new online series that chronicles efforts to help revitalize the downtown area of Wabash, Ind., the first winner of the Small Business Revolution on Main Street contest. Wabash beat out thousands of small towns across the country to receive a \$500,000 revitalization from Deluxe.

Deluxe and Brinkman will be featured during episode six of "Cleveland Hustles" airing Wednesday, Sept. 28, at 10PM ET/PT. The series airs Wednesdays at 10PM ET/PT on CNBC. To learn more, go to [HustlesEncore.CNBC.com](http://HustlesEncore.CNBC.com).

### **About "Cleveland Hustles"**

On CNBC's "Cleveland Hustles," airing Wednesdays at 10PM ET/PT, NBA superstar/Executive Producer LeBron James and his longtime friend and business partner Maverick Carter will give four up and coming local entrepreneurs the chance to realize their own dreams while also helping to revitalize a neighborhood in Cleveland. They have enlisted the help of host B. Bonin Bough and four successful local business leaders to give the

fledgling entrepreneurs the chance of a lifetime – financial backing, expert guidance, and a storefront to launch their enterprise. Over the course of the season, viewers will see if the entrepreneurs have the ambition, creativity, and hustle necessary to succeed -- and in so doing, help a neighborhood rebuild.

“Cleveland Hustles” is produced by SpringHill Entertainment and Magical Elves with LeBron James and Maverick Carter as executive producers for SpringHill Entertainment and Dan Cutforth and Jane Lipsitz as executive producers for Magical Elves. Jim Ackerman and Marshall Eisen are the executive producers for CNBC.

### **About Deluxe**

Deluxe Corp. is a growth engine for small businesses and financial institutions. Nearly 4.5 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, email marketing, social media, search engine optimization and logo design. For our approximately 5,100 financial institution customers, Deluxe offers industry-leading programs in checks, customer acquisition, fraud prevention and profitability. Deluxe is also a leading provider of checks and accessories sold directly to consumers. For more information, visit us at [www.deluxe.com](http://www.deluxe.com), [www.facebook.com/deluxecorp](https://www.facebook.com/deluxecorp) or [www.twitter.com/deluxecorp](https://www.twitter.com/deluxecorp).

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Source: Deluxe Corporation