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Bristol Borough, Pennsylvania Wins \$500,000 Revitalization in Deluxe Corporation's Small Business Revolution Project

Pennsylvania town will receive marketing products and services, business advice and other support, and will be featured in an online series

SHOREVIEW, Minn.--(BUSINESS WIRE)-- Today, Deluxe Corporation announced Bristol Borough, Pennsylvania the winner of season two of the "Small Business Revolution – Main Street" project.

Deluxe, which provides marketing and other services to millions of small businesses, kicked off a nationwide call for nominations in Fall 2016, in conjunction with the premiere of season 1 of "Small Business Revolution – Main Street." After receiving 14,000 nominations from small towns representing all 50 states, Deluxe named five finalists on Feb. 9: Bristol Borough, Pennsylvania; Georgetown, South Carolina; Kingsburg, California; North Adams, Massachusetts; and Red Wing, Minnesota. From Feb. 9-16, the public was invited to view videos about each finalist and vote for their favorite town at SmallBusinessRevolution.org.

Each of the finalist towns rallied their communities, generating excitement locally and nationally, gaining support from celebrities, politicians, civic groups and media. Nearly one million votes poured into the Small Business Revolution website throughout the week. By winning the popular vote, Bristol Borough will receive a \$500,000 revitalization in the form of marketing services, business advice, and other support and improvements. Efforts will be led by Deluxe's chief brand and communications officer Amanda Brinkman, she will be joined by Deluxe's small business marketing experts and Shark Tank's Robert Herjavec. The revitalization will be documented in an original online series debuting on SmallBusinessRevolution.org in the fall of 2017.

"We were astounded by the incredible response each of the communities had to the contest. The energy and creativity they brought forth to drive awareness and excitement for their towns was truly moving," said Amanda Brinkman, chief brand and communications officer for Deluxe. "We heard from all of the finalists how this contest brought their towns together, instilling a renewed sense of pride in their communities and support for their local small businesses."

The small town of Bristol Borough, nestled on the Delaware River, was once the commercial hub of surrounding Bucks County, an area that has experienced its share of boom and bust. Midway between Philadelphia and New York, the self-described "gritty" town is experiencing a renaissance, driven by passionate town and business leaders. The Small Business Revolution aims to help revive Bristol Borough as a destination for tourists and residents alike.

Deluxe debuted the Small Business Revolution in 2015 to celebrate a century of providing marketing and other services to small businesses and financial institutions. The campaign started by telling 100 stories of small businesses across the country. In doing so, Deluxe found a need to support and celebrate small towns, which inspired the Small Business Revolution – Main Street and its \$500,000 boost. Learn more about the Small Business Revolution and about the finalist towns at SmallBusinessRevolution.org.

About Deluxe Corporation

Deluxe Corp. is a growth engine for small businesses and financial institutions. Nearly 4.4 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 5,600 financial institution customers, Deluxe offers industry-leading programs in checks, data driven marketing, treasury management and digital engagement solutions. Deluxe is also a leading provider 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.

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