

November 9, 2021



## Deluxe to Launch Sixth and Final Season of Acclaimed Small Business Revolution Series November 9

*Groundbreaking, Emmy-nominated reality series showcases how company helps small businesses grow and thrive in Minneapolis/St. Paul communities*

MINNEAPOLIS--(BUSINESS WIRE)-- Deluxe (NYSE: DLX), a Trusted Payments and Business Technology™ company, today launched Season 6 of the Small Business Revolution (SBR), featuring businesses from the company's hometown of Minneapolis/St. Paul. Deluxe also announced that Season 6 will mark the end of this inspiring business revitalization series.

With more than four million small business customers, Deluxe business and technology products and solutions have helped owners and entrepreneurs flourish for more than 100 years. Each season of SBR, Deluxe business experts provide the company's small business products and services – from marketing makeovers to financial and operational advice – to help businesses navigate the ever-changing marketplace. This year, the business owners had to deal with community and societal challenges along with issues specific to the COVID-19 pandemic.

“Through documenting authentic and emotionally stirring stories of business owners and entrepreneurs, we are honored to showcase the critical role small businesses play in our communities,” said Amanda Brinkman, Creator and Host of the Small Business Revolution and Chief Brand and Content Officer for Deluxe. “With every story we share, we hope to inspire more people to recognize the importance of supporting small businesses. Our mission behind this series has always been to show that when you champion businesses, entire communities’ benefit.”

The final season, which can be found on Hulu and Prime Video by Amazon and at [www.smallbusinessrevolution.org](http://www.smallbusinessrevolution.org), features six compelling episodes of Black-owned businesses:

- Lip Esteem
- Minnesota Spokesman-Recorder
- Sammy's Avenue Eatery
- Taste of Rondo Bar & Grill
- Elsa's House of Sleep
- Gentlemen Cuts

“As a trusted partner for millions of small businesses, we know what it takes for these businesses to succeed,” said Barry McCarthy, President and CEO of Deluxe. “Small Business Revolution has directly helped dozens of businesses on the show in the last six years, and indirectly, it has reached thousands more by providing practical advice on how to better launch and sustain a business. In fact, we’ve been able to demonstrate our full suite

of small business services, ranging from payroll and payments technologies to promotional solutions, to make a difference for businesses of all sizes, no matter their location. When you combine our unmatched small business experts with respected partners and sponsors, such as Salesforce, US Bank and Lenovo, these businesses are able to harness industry leading knowledge and tools to help achieve their goals.”

This season, Brinkman is joined by Baron Davis, retired NBA superstar, NBA basketball analyst and entrepreneur. Davis provides his own perspective and business savvy to each episode, helping owners understand the competitive landscape, business, and societal pressures specific to Black-owned businesses. Deluxe also enlisted industry experts to consult each business owner and called upon consultants from its three primary season sponsors.

“What has been remarkable about this project is being a part of something that can help millions of small businesses anywhere, but also offer solutions to specific, timely challenges facing each of these business owners,” Davis said. “I’m very proud of how hard each of them has worked and how they shared their stories so easily for millions of viewers.”

To learn more about the new season and to watch previous seasons, visit [www.sbr.org](http://www.sbr.org), Hulu or Prime Video. Learn more about how Deluxe can help your small business by visiting [www.deluxe.com](http://www.deluxe.com).

### **About Deluxe Corporation**

Deluxe, a Trusted Payments and Business Technology™ company, helps businesses pay, get paid, optimize and grow. For more than 100 years, Deluxe has championed businesses so communities thrive at all stages of their lifecycle, from start-up to maturity. Our powerful solutions support millions of small businesses, thousands of financial institutions and hundreds of the world’s most valuable brands. The company operates at significant scale, processing more than \$2.8 trillion in annual payment volume. To learn how we can help your business, visit us at [www.deluxe.com](http://www.deluxe.com), [www.facebook.com/deluxecorp](https://www.facebook.com/deluxecorp), [www.linkedin.com/company/deluxe](https://www.linkedin.com/company/deluxe), or [www.twitter.com/deluxe](https://www.twitter.com/deluxe).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20211109005275/en/>

Cameron Potts, VP of Corporate Communications

651-233-7735

[cameron.potts@deluxe.com](mailto:cameron.potts@deluxe.com)

Source: Deluxe Corporation