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Deluxe Launches New Season of Small Business Revolution, Filmed Amidst the COVID-19 Pandemic

The series chronicles how Deluxe and a team of entrepreneurial experts helped revitalize small businesses in Fredonia, New York

SHOREVIEW, Minn.--(BUSINESS WIRE)-- Deluxe (NYSE: DLX), a Trusted Business Technology™ company, today launched Season 5 of the acclaimed original series, Small Business Revolution. This season's seven episodes are streaming now on Hulu, Amazon Prime Video and at www.sbr.org.

The fifth season of the show features small businesses in Fredonia, New York. The upstate New York community received the most votes out of the finalist towns from across the country to win Season 5. Business and entrepreneurial experts, led by series creator and host Amanda Brinkman, along with cohost and renovation icon Ty Pennington, returned to this quaint community in early March to begin filming. But plans quickly changed as the COVID-19 pandemic forced businesses to close their doors and filming to take place online.

"In our five seasons filming the show, we've never encountered anything as difficult as this," said Brinkman, Chief Brand and Content Officer for Deluxe. "Our team and the small businesses in Fredonia made a giant pivot due to the pandemic. I'm so proud of what we accomplished, and I can't wait for everyone to see this season."

This past Spring, as states, cities and communities issued shelter-in-place orders and forced many small businesses to change their operating models, the Deluxe Small Business Revolution team dug in to help ensure the businesses selected in Fredonia could survive this new reality. Many of the businesses lacked an online presence and struggled to determine how to reach their customers. Not only did Deluxe business professionals work closely with the small business owners on things like logos, websites and marketing plans, but also to reach customers immediately to maintain cash flow that many desperately needed.

"The stories of business owners we showcase on Small Business Revolution are always inspirational, but this year, these episodes take on even more importance," said Barry McCarthy, President and CEO of Deluxe. "This is truly the first series to chronicle what small business owners had to endure this year. I'm so proud of how our Deluxe is showing a path through the pandemic with Small Business Revolution."

Seven businesses were selected this year from hundreds nominated to receive physical, marketing and financial makeovers. Each episode chronicles the marketing and business challenges faced by small business owners and how deluxe marketing products and services, along with physical makeovers paid for by Deluxe, help the businesses turn the corner. In addition, Season 5 partner U.S. Bank provided each business with financial

advice, while Salesforce pitched in to help with financial gifts. This year's businesses represent a diverse group of industries:

- a floral shop;
- a pizza, wings & sub restaurant;
- a non-profit providing tutoring for adults;
- an auto detailing shop;
- a gluten free bakery;
- a hair salon; and
- a public golf course.

"I have always thought what Deluxe is doing with the Small Business Revolution is remarkable, but this year, it was truly incredible to watch these business owners change and adapt," Pennington said. "What they have faced in 2020, along with small businesses across the country, is terrifying. But working with the Deluxe team to shed light on the struggles they've dealt with this year, I am unbelievably proud of what we have accomplished. I encourage everyone across the country to watch the show and support their local small businesses."

Deluxe created the Small Business Revolution in 2015 to shine a spotlight on the power and passion of small businesses across the country. Now, with small businesses being some of the most affected by the COVID-19 pandemic, they need our help more than ever. Each season, Deluxe invests \$500,000 into the revitalization of one town's Main Street through its small businesses. By providing business makeovers, financial advice, and investing in physical improvements, Deluxe showcases its commitment to small businesses through the series.

Season 5 is now available online, on [Hulu](#) and [Prime Video](#). You can find previous seasons featuring the towns of Wabash, Indiana; Bristol Borough, Pennsylvania; Alton, Illinois; and Searcy, Arkansas. And to learn more about how Deluxe marketing services can help your small business, go to www.deluxe.com.

About Deluxe

Deluxe is a Trusted Business Technology™ company that champions business so communities thrive. Our solutions help businesses pay and get paid, accelerate growth, and operate more efficiently. For more than 100 years, we've been helping businesses succeed at all stages of their lifecycle, from start-up to maturity. Our powerful global scale supporting approximately 4.5 million small businesses, over 4,000 financial institutions, hundreds of the world's largest consumer brands and processing more than \$2.8 trillion in annual payment volume, positions Deluxe to be our customers' most trusted business partner. To learn how we can help your business, visit us at www.deluxe.com, www.facebook.com/deluxecorp, www.linkedin.com/company/deluxe, or www.twitter.com/deluxecorp.

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