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NEWS RELEASE

THINK CHECKS ARE OLD HAT? THINK AGAIN! 60% OF CONSUMERS PREFER DINING AT RESTAURANTS THAT ACCEPT PAYMENT FOR MEAL WITH CASH, CREDIT CARDS OR – YES – CHECKS

Deluxe “Stand Up For Your Right To Write Checks” Survey Suggests Restaurants Can Retain Patrons by Accepting Checks as Payment

ST. PAUL, Minn., September 30, 2010 – What’s wrong with your restaurant posting a sign that says: “Sorry, We Do Not Accept Checks”?

Consider this: Three-quarters (75%) of Americans insist **they should have the freedom to pay with whatever method they choose** – check, credit/debit card or cash, according to a new survey conducted by Ipsos for the “Stand Up For Your Right to Write Checks” campaign. What’s more, fully 66% of consumers say that given the choice between dining at two restaurants – one that accepts both checks and credit or debit cards and one that accepts credit or debit cards, but refuses to accept personal checks – **they would prefer to dine at the restaurant that welcomes checks** as well as plastic.

Surprisingly, **more than a third (38%) of consumers would consider walking out of, or not returning to, a restaurant if that business refused to accept checks** due to company policy -- even though their check is valid, written from a legitimate financial institution and they have proper identification.

The 2010 “Stand Up For Your Right to Write Checks” survey – sponsored by Deluxe Corporation (NYSE:DLX) – has helped to launch a campaign seeking to preserve the freedom of consumers to pay how they wish for meals and encourage restaurants to maximize revenue by accepting checks as payment.



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Among the other “Stand Up For Your Right” Survey results:

- 60 percent of consumers said they’d be more likely to pay for their meal by check (rather than credit or debit card) if they knew that paying with a check would keep more money in their own local economy. **Check writing, unlike credit card charges, doesn’t involve card interchange (“swipe”) fees that are sent out-of-state and takes millions of dollars out of the local economy (and restaurant owners’ pockets).**
- Nearly half (47%) of consumers admit **they’d respond negatively if they tried to write out a check at a restaurant and were told “we don’t accept checks as company policy.”**
- One-fifth of U.S. consumers feel that a sign in a restaurant saying “We Do Not Accept Checks” is an example of bad customer service.

“At a time when restaurant owners are burdened by millions of dollars in credit card fees, the results of our ‘Stand Up For Your Right’ survey suggests that consumers will reward restaurants who leverage acceptance of checks as a customer relations tool,” says Susan Eick, a vice president at Deluxe Corporation and spokesperson for the ‘Stand Up For Your Right To Write Checks’ campaign. “Restaurants know that when consumers write more checks rather than charge their meals on cards, more money stays in the restaurant’s bank account. Consumers are making their voices heard: they want to pay for meals in the way most convenient for them – and that means the freedom to pay for meals with a check.”

Eick notes that carrying a checkbook as a back-up method of payment whenever a consumer dines has suddenly become urgent: new financial regulations prohibit banks from charging fees for overdrafts on debit accounts without getting a customer’s permission in advance. The result: tens of thousands of debit card transactions may be denied at the cash register if consumers have insufficient funds to cover the overcharge – but consumers carrying checks will still be able to fulfill their meal purchase immediately.



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Inspired by the Ipsos survey, the “Stand Up For Your Right to Write Checks” campaign features:

- A partnership with College Humor.com to create a series of videos in which “Duncan Steele: The Man With Checks Appeal” defends a consumer’s right to pay with whatever method they please.
- “Your Right To Write Checks” petition at www.yourrighttowrite.org, where consumers can join together and express their demands to preserve the freedom to pay in restaurants as they wish.
- A “Checks Appeal: We Support Your Right To Write Checks” outreach program to retailers, restaurants and bankers, encouraging merchants to express their appreciation for customers by preserving the freedom to pay as they wish.

To learn more about how your restaurant can participate in the “Checks Appeal: Stand Up For Your Right to Write Checks” campaign, call Liza Etienne at Deluxe (651-787-1172) or via email at:

liza.etienne@deluxe.com.

About the Ipsos Survey:

Conducted June 17-21, 2010, the Ipsos “Stand Up For Your Right To Write Checks” consumer survey polled a nationally representative sample of 1,005 randomly-selected adults aged 18 and over, interviewed by telephone. Results are considered accurate within +/- 3.1 percentage points.

About Deluxe Corporation

Deluxe Corporation is a growth engine for small businesses and financial institutions. Through its industry-leading businesses and brands, the Company helps small businesses and financial institutions attract and retain customers. The Company employs a multi-channel strategy to provide a suite of lifecycle driven solutions to its customers. In addition to its personalized printed products, the Company offers a growing suite of business services, including logo design, payroll, web design and hosting, business networking and other web-based services to help small business grow. In the financial services industry, Deluxe sells check programs and fraud prevention, customer loyalty and retention programs to help banks build lasting relationships and grow core deposits. The Company also sells personalized checks, accessories, and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.