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NEWS RELEASE

THINK CHECKS ARE OLD HAT? THINK AGAIN! 75% OF RETAIL CUSTOMERS INSIST THEY SHOULD HAVE FREEDOM TO PAY WITH CASH, CREDIT CARDS OR – YES – CHECKS

*Deluxe Corporation's "Stand Up For Your Right To Write Checks" Survey Suggests Retailers
Can Delight Customers by Accepting Checks as Payment*

ST. PAUL, Minn. September 30, 2010 — What's wrong with your retail store posting the sign: "Sorry, We Do Not Accept Checks"? Three-quarters (75%) of Americans insist **they should have the freedom to pay at retail stores with whatever method they choose** – check, credit/debit card or cash, according to a new retail attitude survey conducted by Ipsos for the "Stand Up For Your Right to Write Checks" campaign (www.righttowritechecks.com). What's more, **more than a third (38%) of customers would consider walking out of, or not returning to, a store if that business refused to accept checks** as a method of payment even though their check is valid, written from a legitimate financial institution and they have proper identification.

The "Stand Up For Your Right to Write Checks" survey – sponsored by Deluxe Corporation (NYSE:DLX) – helps to launch a campaign seeking to preserve the freedom of customers to pay how they wish and encourage retailers to maximize revenue by accepting checks as payment.

Among the other "Stand Up For Your Right to Write Checks" Survey results:

- 60 percent of customers said they'd be more likely to pay 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 local retailers' pockets).**



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- 66% of customers, given the choice, would **prefer to shop at a store that accepts both checks and credit/debit cards** as payment.
- Nearly half (47%) of customers admit **they'd respond negatively if they wrote out a check at a store or restaurant and then were told "we don't accept checks** as company policy."
- One-fifth of U.S. customers feel that a sign in a store saying "We Do Not Accept Checks" is an example of bad customer service.

"At a time when retailers are burdened by millions of dollars in credit card interchange fees, the results of our survey suggests that consumers will reward retailers who leverage acceptance of checks as a customer relations tool," says Susan Eick, vice president of communications for Deluxe Corporation and spokesperson for the "Stand Up For Our Right To Write Checks" campaign. "Retailers know that when customers write more checks rather than charge their purchases on cards, more money stays in a retailer's hands."

Eick notes that carrying a checkbook as a back-up method of payment whenever a consumer shops has 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 thousands of debit card transactions may be denied at the cash register if consumers have insufficient funds to cover the overcharge. Consumers carrying checks will still be able to fulfill their purchase immediately.

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

- A partnership with College Humor.com to distribute a series of videos in which "Duncan Steele: The Man With Checks Appeal" defends a consumer's right to pay for purchases with whatever method they please.
- "Your Right To Write Checks" online petition, where consumers can join together and express their demands to preserve the freedom to pay in stores as they wish.



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- A “Checks Appeal: We Support Your Right To Write Checks” outreach program to retailers and bankers, encouraging merchants to express their appreciation for customers by preserving the freedom to pay as they wish. Retailers can play a “Checks Appeal” online game and will be able to benefit from co-branded, customized “Checks Appeal: Your Right to Write Checks” in-store promotional materials and an upcoming sweepstakes involving Web-enabled smart phones.

To learn more about how your retail store 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>.