NEWS RELEASE

CPI Card Group® and Harland Clarke® Celebrate Growth of Card@Once® Instant Issuance

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With Nearly 11,000 Printers in Market, Card@Once® Helps Transform the Customer Experience

LITTLETON, Colo.--(BUSINESS WIRE)--

CPI Card Group Inc. (OTCQX: PMTS, TSX: PMTS) ("CPI" or the "Company"), a payment technology company and leading provider of credit, debit and prepaid solutions, today highlighted new growth milestones achieved by its **Card@Once®** instant issuance solution. Through its successful partnership with **Harland Clarke**, a leading provider of omni-channel, customer engagement solutions, CPI today serves more than 1,600 financial institutions with nearly 11,000 Card@Once printers in market and 6 million cards printed annually.

Launched nine years ago, Card@Once was the first instant issuance solution to be backed by a Software-as-a-Service (SaaS) model. Recognizing the opportunity to innovatively help financial institutions better serve the needs of cardholders, Harland Clarke collaborated with CPI to bring Card@Once to its clients.

"Instant issuance has evolved over the years from being a key differentiator to a critical convenience, as consumers increasingly bring their on-demand expectations to the banking experience," said Geoffrey Thomas, Chief Product Officer, Harland Clarke. "We are pleased to work with CPI to help our financial institution clients stay ahead of the technology curve and delight customers with the benefits of instantly issued cards. We look forward to extending the value of SaaS-powered instant card issuance to many more branches for years to come."

Through this collaboration between CPI and Harland Clarke, Card@Once has continued to experience growth and

build momentum, with more than 2,000 new printers sold in 2019 alone. Card@Once also supports dual interface card solutions, helping banks and credit unions accommodate the growing popularity of contactless payment trends among consumers.

With its customer-friendly SaaS model, Card@Once eliminates the need for financial institutions to maintain any of their own software or servers to support instant issuance of new and replacement cards. CPI securely manages IT setup, support and maintenance for the cloud-based solution, simply connecting financial institutions and their cardholders to the advantages of an easy, web-based and quick to implement instant card issuance technology.

“We are thrilled with the success of Card@Once. Its broad adoption is a testament to its ease-of-use and the exceptional 24/7 customer service supporting the solution,” said Lane Dubin, SVP and General Manager, Prepaid, Personalization Solutions and Instant Issuance for CPI Card Group. “We continue to win new business with prospects while expanding our core integrations and business with existing customers, further demonstrating the significant recurring value Card@Once provides to financial institutions.”

To learn more about Card@Once, click **here**.

About CPI Card Group®

CPI Card Group® is a payment technology company and leading provider of credit, debit and prepaid solutions delivered physically, digitally and on-demand. CPI helps our customers foster connections and build their brands through innovative and reliable solutions, including financial payment cards, personalization and fulfillment, and Software-as-a-Service (SaaS) instant issuance. CPI has more than 20 years of experience in the payments market and is a trusted partner to financial institutions and payments services providers. Serving customers from locations throughout the United States, CPI has a large network of high security facilities, each of which is registered as PCI compliant* by one or more of the payment brands: Visa, Mastercard®, American Express® and Discover®. Learn more at **www.cpicardgroup.com.**

About Harland Clarke

Harland Clarke is a leading provider of customer engagement solutions that help connect businesses and people how, when, and where it matters. The company offers payment tools such as checks and cards; and marketing services such as deposit and loan acquisition programs, digital marketing, performance analytics and promotional products for businesses. It deploys these solutions holistically, across print, phone, and digital channels, ensuring that the customers of its world-class client base enjoy a consistently superior experience. Harland Clarke is a Vericast business (**www.vericast.com**). For more information, visit **www.harlandclarke.com** or follow Harland Clarke on **LinkedIn** and on Twitter @HarlandClarke.

*Certain PCI standards apply to the financial institution facility that are not within CPI Card Group's control.

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ICR Inc. for CPI Card Group
Sourav Das
203-682-8283
media@cpicardgroup.com

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