NEWS RELEASE

Altamaha Bank & Trust Leverages CPI Card Group's Card@Once® Instant Issuance Program To Support Innovative Local Marketing Initiative

4/25/2017

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group** (Nasdaq:PMTS) (TSX:PMTS), a global leader in financial and EMV® chip card production and related services, announced that Vidalia, Ga.-based Altamaha Bank & Trust ($150 million in assets) has successfully implemented CPI Card Group's Card@Once® to provide in-branch instant issuance of EMV-enabled debit and credit cards in all four of its local branches.

Altamaha Bank & Trust, an existing customer of Harland Clarke, selected Card@Once® after learning of its cost-efficient pricing and card personalization features. Subsequently, the bank worked closely with Harland Clarke to implement the program throughout its branch network.

In effort to promote its brand within its local community, Altamaha Bank & Trust began an innovative program working with local high schools. The program offered customized debit and credit cards featuring the schools' individual mascots and logos, printed on-demand within its branch locations. The result was a resounding success for the bank as it effectively differentiated itself within its local market and strengthened its customer relationships by enabling cardholders to support their local high school sports teams with the cards.

Since implementing Card@Once®, Altamaha Bank & Trust reports a strong ROI in terms of brand recognition within the community and increased customer issuance and usage of its payment cards.

"One of our original reasons for bringing instant issuance into our branch was simply to provide our customers with

a superior level of service," said Shan Venable, Chief Technology Officer of Altamaha Bank & Trust. "Since working with CPI, the strong positive response we've received from our customers and staff alike underscores the impact that the Card@Once® program has had on our business. Not only do our customers enjoy the convenience of receiving their payment cards in a more secure, timely manner, but it's enabled us to publicly show our support for our local schools as well, which speaks to the mission of our organization."

"For community banks, providing a higher level of service to customers through innovative programs like Card@Once® is a necessity if they want to effectively differentiate themselves within their markets," said Lane Dubin, Senior Vice President of Sales and Marketing at CPI Card Group. "Having instant issuance within its branch enables Altamaha Bank & Trust to successfully achieve this while also demonstrating its commitment to the local community."

Altamaha Bank & Trust

Altamaha Bank & Trust is a community bank formed in 1966 in Uvalda, Georgia as Brogdon Brothers Bank. Today the bank headquarters are in Vidalia, Georgia and it has grown to over $160 million in total assets and 55 employees. The Bank serves the needs of citizens and businesses in Vidalia, Uvalda, and Hazlehurst as well as the surrounding communities with four branch locations. Altamaha Bank is dedicated to maintaining the standard of excellence that has been set by our predecessors and delivering on our promise of high quality products and service.

CPI Card Group

CPI Card Group is a leading provider in payment card production and related services, offering a single source for credit, debit and prepaid debit cards including EMV chip, personalization, instant issuance, fulfillment and mobile payment services. With more than 20 years of experience in the payments market and as a trusted partner to financial institutions, CPI's solid reputation of product consistency, quality and outstanding customer service supports our position as a leader in the market. Serving our customers from ten locations throughout the United States, Canada and the United Kingdom, we have the largest network of high security facilities in North America, each of which is certified by one or more of the payment brands: Visa, MasterCard, American Express, Discover and Interac in Canada. Learn more at **www.cpicardgroup.com**.

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Source: CPI Card Group

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