NEWS RELEASE

CPI Card Group Achieves Idealliance G7® Master Qualification

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LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group** (Nasdaq:PMTS)(TSX:PMTS), a global leader in financial and EMV® chip card production and related services, today announced that its Fort Wayne, Ind. plant has achieved G7® Master Qualification. The qualification is awarded by Idealliance®, a not-for-profit industry group dedicated to guiding print production best practices, specifications, and standards, worldwide. With this achievement, CPI Card Group joins a select group of print service providers who have successfully completed training, examination and qualification process of their print production processes, validating their capabilities to the highest level of global industry standards and specifications.

G7 is Idealliance's industry-leading set of best practices for achieving gray balance and is the driving force for achieving visual similarity across all print processes. The application of this method enables printers to reproduce a similar visual appearance across all printing types and substrates.

CPI Card Group is an industry leading provider of payment card production and related services for credit, debit and prepaid debit cards including EMV chip, personalization, instant issuance, fulfillment and mobile payment services. While the Company is well-established as a print provider, CPI Card Group maintains a reputation for constantly raising the bar for excellence and looked to Certified G7 Expert, David Hunter and the Idealliance G7 Master Program to achieve further productivity gains to better serve its customers' need for brand color quality and control.

"Achieving G7® Master Qualification is representative of our dedication to delivering the highest standards of

consistency and quality in our printed products," says Steve Montross, president and CEO of CPI Card Group. "We have always prioritized aligning our products and services to best meet our customers' goals and objectives. The G7 method not only ensures that our printing performance is maximized, it helps our customers see the benefits of high-caliber standardization and enjoy reliable quality and repeatability in our products."

"We applaud CPI Card Group for utilizing the G7 Master Program to assure consistency and quality in their proofing, brand color management and print processes," commented Steve Bonoff for Idealliance. "G7 Master Qualification demonstrates a level of control and expertise that places CPI Card Group at the top of their field. We applaud their leadership, commitment and support of the G7 Master Qualification Program."

About 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**.

About Idealliance

Idealliance® - Where media creators and technology communities collaborate to craft best practices, advance standards, and certify people, processes, and systems to achieve the highest performance in creation, production and delivery of graphic communications.

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