NEWS RELEASE

CPI Card Group Announces Visa® Certification for 12-Year EMV Chip Cards

3/29/2016

LITTLETON, Colo.--(BUSINESS WIRE)-- CPI Card Group (Nasdaq:PMTS, TSX:PNT), a global leader in financial and **EMV chip card production** and related services, today announced that Visa® has certified CPI products to extend the maximum market life of Visa EMV cards to 12 years, in compliance with Visa's recently announced EMV chip card approval policy.

"Payment card issuers and their technology partners invest heavily in their EMV-enablement platforms," said Steve Montross, president and CEO of CPI Card Group. "Each time a chip expires, another investment is required. CPI is pleased to be a first mover in earning certification for longer-life chip cards."

The comprehensive Visa product line includes cards meeting a variety of authentication needs, such as online only cards, dynamic data authentication (DDA), and dual-interface DDA/CDA chip cards.

The cards capitalize on CPI's ability to adopt the newest technologies by sourcing EMV chips from a large number of suppliers while not being bound by proprietary chip operating systems and payment applets. CPI provides contact and dual-interface EMV solutions for debit, credit, and prepaid running on Java Card, MULTOS or Native operating systems.

About CPI Card Group

CPI Card Group is a leading provider in payment card production and related services, offering a single source for financial 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 nine 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

ICR Inc.

Ross Levanto, 617-956-6739

media@cpicardgroup.com