NEWS RELEASE

CPI Card Group Appoints Lane R. Dubin as Senior Vice President, Sales and Marketing

8/15/2016

Latest Addition to Leadership Team Focused on Building Best-in-Class Sales and Marketing Organization to Drive Continued Growth

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 the appointment of Lane R. Dubin as senior vice president of sales and marketing. In that role, he will be responsible for planning and executing sales strategies for the U.S. businesses and for leading corporate product and marketing strategies globally. Dubin will report directly to Steve Montross, president and CEO of CPI Card Group.

“Lane’s strong sales and product experience, combined with his strategic perspective, is an invaluable asset for CPI as we continue to expand our business,” said Montross. “With his passion for building strong teams, I have full confidence that Lane can bring our sales and marketing organization to the next level, broadening and deepening our customer relationships and driving market leadership, revenue and earnings growth.”

Dubin brings more than 20 years of experience in the card and business travel industries to CPI, most recently as head of global sales for American Express’ Global Business Travel segment. In that position, he was responsible for running a global organization focused on securing the largest accounts worldwide, representing billions of dollars of travel volume.

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**.

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Source: CPI Card Group

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