NEWS RELEASE

# CPI Card Group Appoints Troy Bernard as EMV and New Technologies Product Director

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Littleton, Colo. (October 27, 2015) – CPI Card Group, a global leader in financial and EMV chip card production and related services, today announced that it has hired industry veteran Troy Bernard as EMV and New Technologies Product Director.

With more than 17 years of payments experience, Bernard most recently served as director of Digital Payments for Discover Financial Services, where he managed the commercialization efforts for the Discover Digital Exchange, a digital mobile payments tokenization and provisioning engine that powers Discover's participation in Apple Pay and other third-party wallets, such as Google Wallet/Android Pay and Samsung Pay.

From 2010 to 2014, Bernard was director of Discover's Chip Center of Excellence, responsible for the global EMV and NFC payment product strategy, deployment, and technology across the Discover and Diners Club payment networks. Bernard created and led a chip technology IP licensing strategy to leverage EMV and mobile assets to win new partnerships. He also led the partnership with the PULSE debit network and several international payment networks to roll out D-PAS across their respective ecosystems.

"We are very pleased to have Troy join the team as we continue to improve our ability to address the market needs of our customers today, and develop new solutions to support our customers' future needs and growth opportunities," said Steve Montross, president and CEO of CPI Card Group.

Bernard has also held prominent industry positions and led Discover's efforts to become the 1/6th shareowner of EMVCo, a consortium comprised of Visa, MasterCard, JCB, American Express, China UnionPay, and Discover that is

responsible to manage EMV standards globally. He was subsequently appointed as Discover's representative on the EMVco Executive Committee and Board of Managers.

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**.