NEWS RELEASE

CPI Card Group-Canada Inc. Selected by Ontario Lottery and Gaming Corporation as Manufacturer for First-Ever Canadian Lottery Gift Card Program

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Initial Effort of Over 2 Million Cards Provides New Convenience to Customers, Distributing Cards Through Gift Card Malls and Lottery Retailers

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 CPI Card Group in Toronto, Ontario was selected by the Ontario Lottery & Gaming Corporation (OLG) to produce more than 2.4 million lottery gift cards. The cards are part of the first-ever gift card program offered by a Canadian provincial lottery corporation and one of the first such programs offered in North America. CPI's proven track record and success providing high-quality product and services helped position CPI to gain the OLG contract.

CPI will liaise directly with OLG to produce the closed-loop gift cards as part of OLG's efforts. Cards will be sold by more than 8,000 lottery retail locations province-wide and are redeemable for any lottery product, whereas those sold from gift card malls featured within mass retail stores can be redeemed for either LOTTO 6/49 or LOTTO MAX lottery games. In all cases, the cards provide a brand new experience for OLG's customers, allowing them to share the gift of lottery while enabling gift recipients to select and purchase their favorite lottery tickets.

"Our work for OLG demonstrates an area of CPI's strength, which is coordinating among many vendors to seamlessly produce and manage a high quantity of cards," said Steve Montross, president and CEO, at CPI Card Group. "OLG's new gift cards are a compelling way to deliver a convenience to customers that didn't previously

exist."

More information about OLG's gift cards is available on the company's website: **http://www.olg.ca/lotteries/giftcards.jsp**.

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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