NEWS RELEASE

CPI Card Group Hires Mike Fisher to Further Strengthen EMV Expertise to Support Customers in U.S. Migration

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Littleton, Colo. (July 23, 2014) – CPI Card Group, a global leader in financial, EMV and commercial card production, and related services, announced today that Mike Fisher has joined the group to further strengthen CPI's existing EMV team, supporting its customers in the migration to EMV in the U.S.

Fisher will lead CPI's existing EMV Field Support Team and provide expert guidance in the migration to EMV in the U.S for its customers.

Fisher comes to CPI with over 17 years in the financial card issuance business. He spent ten years working for Datacard Corporation, a global leader in the provision of technologies for securing identities and safeguarding transactions in physical and digital environments. Fisher led the sales efforts for personalization and smart card solutions, managing several EMV implementations worldwide.

Fisher was also the general manager of the Global Software Division at NBS Technologies, which specializes in smart card personalization and mobile payment solutions. Most recently, Fisher worked at American Express, leading the Business Development efforts for the company's Corporate Payments Division.

"For over three years we have been preparing our business to support our customers in the migration to EMV in the U.S. and have, to date, added over 75 new positions to our existing business," said Steve Montross, President and CEO of CPI Card Group. "We are delighted that Mike has joined the team and brings with him a wealth of knowledge

and experience in EMV that will further strengthen our existing EMV expertise to support our customers through the migration."

About CPI Card Group

CPI, a global leader in financial card production and related services under the VISA, MasterCard, American Express and Discover payment brands, offers a single source for cards and other form factors, from financial and prepaid debit to EMV chip and mobile, instant issuance, and personalization and fulfillment services. With over 30 years of experience in the payments market and as a trusted partner to financial institutions, CPI Card Group's solid reputation of product consistency, quality and outstanding customer service supports their position as a leader in the market. CPI offers the largest secure production network in North America. Learn more at **www.cpicardgroup.com**.