NEWS RELEASE

CPI Card Group® Introduces Dynamic, High-Definition Instant Issuance with Spectrum by Card@Once®

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Company Launches Its First Retransfer Printing Solution for Instant Issuance

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group Inc.** (OTCQX: PMTS, TSX: PMTS) ("CPI" or the "Company"), a payment technology company and leading provider of credit, debit and prepaid solutions, today announced the launch of Spectrum by Card@Once®, the Company's first retransfer printing solution for instant issuance. Developed in collaboration with HID Global®, a worldwide leader in trusted identity solutions, CPI®'s new solution enables high-quality, over-the-edge printing that covers the entire surface of a card, allowing financial institutions to offer customers vibrant debit and credit cards with on-demand convenience.

Available through a premium Software-as-a-Service (SaaS) model, Spectrum builds on the seamless customer experience of Card@Once® instant issuance, delivering eye-catching card imagery with long-lasting durability. The new CPI solution achieves this using the process of reverse image thermal transfer, through which an entire card image is printed onto thin substrate and then transferred to the card via heat – without the printer ever touching the card surface. The retransfer technology allows Spectrum to print in high definition, 600 dpi (dots per inch) image quality – ideal for a financial institution's dynamic full-color printing needs.

"The payment card has become an increasingly critical area of differentiation, expression and branding for issuers and cardholders alike," said Rob Dixon, Director, Product and Business Development, CPI Card Group. "With Spectrum by Card@Once, we're empowering banks and credit unions with superior print quality for their card

designs – all while maintaining the satisfying customer experience afforded by instant issuance."

Financial institutions using Spectrum also enjoy access to CPI's robust Card@Once® design library. Banks and credit unions can either select the design and imagery of their cards, or curate a selection of visual options and offer customers the ability to determine their cards' look.

Spectrum joins Precision by Card@Once®, CPI's existing printer option, as the Company's full-scale instant issuance solution continues to build on its market leadership. Card@Once® is the first cloud-based solution for issuing high quality, magnetic stripe, EMV® and dual interface cards in-branch and on-demand, and is backed by 24/7 real-time support from CPI. Today, approximately 1,600 financial institutions – representing nearly 11,000 printers in market – trust the easy-to-use, cost-efficient solution for their instant issuance needs.

To learn more about Spectrum by Card@Once®, click **here**.

About CPI Card Group®

CPI Card Group® is a payment technology company and leading provider of credit, debit and prepaid solutions delivered physically, digitally and on-demand. CPI helps our customers foster connections and build their brands through innovative and reliable solutions, including financial payment cards, personalization, and Software-as-a-Service (SaaS) instant issuance. CPI has more than 20 years of experience in the payments market and is a trusted partner to financial institutions and payments services providers. Serving customers from locations throughout the United States, CPI has a large network of high security facilities, each of which is registered as PCI compliant by one or more of the payment brands: Visa, Mastercard®, American Express® and Discover®. Learn more at **www.cpicardgroup.com**.

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

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