NEWS RELEASE

CPI Card Group Outlines Emerging Opportunities in Prepaid at NBPCA Power of Prepaid® Event

4/28/2016

Company Publishes Two White Papers Providing Market Perspective

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 two of its product managers will participate as speakers within the "Innovation and The Future of Prepaid" track during the Network Branded Prepaid Card Association (NBPCA) **Power of Prepaid**® event in Washington, D.C. on April 28 and 29. CPI Card Group is also a reception sponsor of the event, which showcases the latest technologies and peer success stories within the **prepaid industry** for prepaid program managers and financial institutions.

Concurrent to its participation, CPI published two white papers, one providing perspective to the prepaid market on the current state of digital gifting technologies and a second evaluating emerging marketplace dynamics related to prepaid EMV migration. Those complementary white papers are available via the CPI Card Group website at: **www.cpicardgroup.com/blog**.

"New technology developments afford program managers and financial institutions potentially lucrative revenue opportunities, and during the event CPI will be discussing what is possible and how the new technologies can be embraced," said Stacy Jensen, prepaid product manager at CPI Card Group. "At the same time, CPI can address the ways we help the prepaid card industry overcome important challenges, such as the migration to EMV."

CPI Mobile and NFC Product Manager Tony Sabetti joins a panel discussing mobile technologies and their impact on the prepaid market, "All About Mobile: Assessing the Latest Trends and Anticipating the Next Big Thing," at 3 p.m.

on April 28. Following Sabetti's panel, at 4:45 p.m. Jensen will participate in a discussion on EMV compliance, titled "EMV Compliance and the Market: A Look at The Current State of Chip Technology."

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**.

Note: EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

View source version on businesswire.com: **http://www.businesswire.com/news/home/20160428005184/en/**

Source: CPI Card Group

ICR Inc.

Ross Levanto, 617-956-6739

media@cpicardgroup.com