NEWS RELEASE

# CPI Card Group Recognized for Excellence in Card Manufacturing at ICMA's Élan Awards

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Company Wins Loyalty, Promotional and Gift Cards Category, Named First Finalist for Best Secure Payment Card and People's Choice Award Categories

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group**® (Nasdaq:PMTS, TSX:PMTS) ("CPI" or the "Company"), a global leader in financial and EMV® chip card production and related services, today announced recognitions the Company received in three categories of the International Card Manufacturers Association's (ICMA) 2018 Élan Awards of Excellence. The awards celebrate the best of design innovation, security and technical achievements in the industry by leading global card manufacturers and are presented at the annual ICMA EXPO in Orlando, Florida.

A first place award was won in the Loyalty, Promotional and Gift Cards category for a sophisticated metal card crafted especially for a prominent brand partner of Alliance Data. The card – a product from **CPI Metals**™, the Company's expanding suite of metal card solutions – was designed to celebrate and honor elite cardholders, and features encapsulated tungsten and a sleek brushed metal appearance.

"We're thrilled to receive this honor from ICMA. The award is a testament to the stylish and functional solutions we provide, enabling our customers to offer distinctive card programs to their customers," said Jason Bohrer, Senior Vice President and General Manager for Secure Card Solutions at CPI Card Group.

Additionally, CPI's Uber Card for Barclays was named First Finalist in the Best Secure Payment Card category. Designed to reflect the Uber brand identity and a bridge between digital and physical worlds, the card features a custom teal core placed between fields of dark gray – with elaborate, Uber-inspired artwork dancing across the

surface through a holographic rainbow foil and post-laminate varnish. The design and quality of the Uber Card also led to its recognition as a First Finalist in the People's Choice Award category, which is awarded based on ballots cast by ICMA EXPO attendees.

"The multiple recognitions received by the Uber Card for Barclays are an honor and source of immense pride for our team. Our objective is always to provide customers with tailored products that successfully capture their unique brand identity. We look forward to delivering the same end-to-end support, quality and innovative customizability to the companies we serve for years to come," Bohrer added.

## 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 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 **http://www.cpicardgroup.com**.

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