NEWS RELEASE

CPI Card Group Selected as ICBA's Preferred Service Provider for Instant Issuance for Community Banks with Card@Once Solution

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Littleton, Colo. – CPI Card Group, a global leader in financial and EMV chip card production and related services, announced today that it has further expanded its relationship with the Independent Community Bankers of America (ICBA) as the ICBA Preferred Service Provider for instant issuance payment solutions. The expansion comes through ICBA's recognition of CPI's Card@Once®1 technology, which allows community banks to provide customers with a fully personalized debit or credit card within moments of placing the order.

"Our well-established Card@Once solution provides community banks with a fast, efficient method of instant card issuance within the branch and ultimately provides for a more convenient service for cardholders."

For the past eight years, CPI Card Group has been the preferred card manufacturer for ICBA member banks and has provided valued-added services including a suite of complimentary design services consisting of stock designs, professional design assistance and a web-based design tool, Card Designer.

"CPI is a global, full-service payments solution company that focuses on the unique needs of community banks," said Dan Clancy, ICBA executive vice president of services. "By offering CPI's capability of issuing a new card to customers just moments after entering a bank branch, gives community banks the opportunity to increase on-the-spot customer satisfaction and retention. New customers are able to begin using their accounts promptly, while existing customers maintain account security and access, despite loss, theft, or fraud. ICBA is pleased to expand the relationship with a company that shares our goal of increasing the competitiveness for community banks."

Card@Once is a patented, turnkey, cost effective instant issuance solution, requiring little to no IT support. This allows community banks to provide debit or credit cards to their customers on-site in under a minute. Once the request is placed, the data is securely transferred from the branch location to CPI. The data is then processed and converted into an electronic file that is transferred back to the branch. Card@Once encodes the data and prints the card allowing the customer to walk away with a ready-to-use, active card. Custom PINs and card designs are also offered along with EMV chip card instant issuance, allowing community banks to implement EMV without purchasing additional printers.

“CPI is delighted that it continues to strengthen its relationship as a Preferred Service Provider to ICBA,” said Steve Montross, president and CEO of CPI Card Group. “Our well-established Card@Once solution provides community banks with a fast, efficient method of instant card issuance within the branch and ultimately provides for a more convenient service for cardholders.”

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, and personalization and fulfillment services. With over 30 years of experience in the payments market and as a trusted partner to community bankers, 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**.

About ICBA

The Independent Community Bankers of America®, the nation’s voice for more than 6,500 community banks of all sizes and charter types, is dedicated exclusively to representing the interests of the community banking industry and its membership through effective advocacy, best-in-class education and high-quality products and services. For more information, visit **www.icba.org**.

1The above U.S. Patent applies to EFT Source products, including but not limited to the Card@Once (registered) printer. US Patent No: 8429075.EFT is a CPI Card Group Company.