NEWS RELEASE

CPI Card Group Showcases Innovation With Third-Consecutive Sponsorship of Money 20/20 Payments & Financial Services Event

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Company Unveils New Products, Demonstrates Solutions Aligned with Customer Need and Market Vision

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 a series of activities that will take place during Money 20/20, the large payments and financial services industry event scheduled for October 23-26 at the Venetian Hotel in Las Vegas. A sponsor of the event for the third consecutive year, CPI Card Group will exhibit in booth 1025.

“CPI Card Group is capitalizing on this premier industry event to introduce new solutions that will help our customers succeed as the industry continues to evolve,” said Lane Dubin, senior vice president of sales and marketing at CPI Card Group. “Our commitment to innovation and customer service underpins our leadership position in emerging payments technologies, from contactless card transactions to digital gifting and the many advancements in between.”

CPI will unveil new solutions at the event, and attendees can learn how the company’s offerings address a variety of trends that affect the payment card production market, including:

- A diversity of design options—A new product will be introduced that diversifies the already wide array of materials and print and emboss options CPI offers.

- Evolution of prepaid—A separate announcement will appeal to prepaid program managers and financial institutions. For more insight, CPI has authored a free ebook, “Prepaid: Opening New Revenue Opportunities with Open-Loop Digital Gift Cards,” which is available through the company’s blog: **http://www.cpicardgroup.com/blog/**.
- Rise of instant issuance—SaaS-based instant issuance solutions, such as CPI Card Group’s Card@Once, are growing in popularity. Two separate ebooks on instant issuance and its appeal are also available via the **CPI Card Group blog**.

To request a meeting with CPI Card Group at Money 20/20, visit the company’s event page: **http://www.cpicardgroup.com/ipo-home/our-company/media/events/**.

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**.

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