NEWS RELEASE

CPI Card Group's Encased Tungsten Metal Card Receives Recognition at ICMA's Élan Awards

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Company Named First Finalist in Best Secure Payment Card Category

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group**® (Nasdaq: PMTS, TSX: PMTS) ("CPI" or the "Company"), a global leader in financial, EMV® and dual interface chip card production and related services, today announced recognition the Company received from the **International Card Manufacturers Association's (ICMA) 2019 Élan Awards of Excellence**. The awards celebrate design innovation, security and technical achievements in the industry by leading global manufacturers.

CPI was named First Finalist in the Best Secure Payment Card category for the manufacturing of Pinnacle Financial Partners/Corserv Holdings, Inc.'s World Elite Encased Tungsten card design. The card delivers a unique experience for cardholders through its innovative sleek black metal design and eye-catching appeal, which is elevated by the use of digital rainbow foil. Manufactured with encased tungsten, the card brings a remarkable weight – over 20 grams – that punctuates its luxurious feel.

"We promise our clients a distinctive experience, and the Pinnacle World Elite card helps us deliver it," said Jamie Sweeney, card program manager for Pinnacle Financial Partners. "Our partners at CPI are always terrific collaborators, and the work they did to bring this vision to life is a perfect example of what they can accomplish. Because of them, our clients have a stylish, sophisticated addition to their wallets that represents the best of our brand."

The Pinnacle World Elite Encased Tungsten card is a product from CPI Metals™, CPI's growing suite of metal card

solutions. In addition to tungsten, CPI also counts encased steel among its premier metal fusion options. Paired with the company's advanced personalization capabilities and luxurious packaging options, CPI Metals allows financial institutions to bring cardholders truly differentiated premium metal card programs.

"We're excited to receive this honor from ICMA. The recognition reflects our dedication to going above and beyond to meet our customer's needs and exceed expectations," said Jason Bohrer, Senior Vice President and General Manager for Secure Card Solutions at CPI Card Group. "Our team takes pride in helping our customers reflect their brand through products that truly stand out. We look forward to giving more financial institutions the ability to offer cardholders a premium payment experience."

To learn more about CPI Metals, 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 fulfillment, 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 certified by one or more of the payment brands: Visa, Mastercard®, American Express and Discover®. Learn more at **www.cpicardgroup.com**.

About Pinnacle Financial Partners

Pinnacle Financial Partners provides a full range of banking, investment, trust, mortgage and insurance products and services designed for businesses and their owners and individuals interested in a comprehensive relationship with their financial institution. The firm is the No. 1 bank in the Nashville-Murfreesboro-Franklin MSA, according to 2018 deposit data from the FDIC. Pinnacle earned a spot on FORTUNE's 2019 list of the 100 Best Companies to Work For® in the U.S., its third consecutive appearance. American Banker recognized Pinnacle as one of America's Best Banks to Work For six years in a row.

The firm began operations in a single location in downtown Nashville, TN in October 2000 and has since grown to approximately $25.6 billion in assets as of March 31, 2019. As the second-largest bank holding company headquartered in Tennessee, Pinnacle operates in 11 primarily urban markets in Tennessee, the Carolinas and Virginia. Pinnacle partners with Corserv Holdings, Inc. to deliver its credit card program.

Additional information concerning Pinnacle, which is included in the Nasdaq Financial-100 Index, can be accessed at **www.pnfp.com**.

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