NEWS RELEASE

Edge-to-Edge Metal From CPI Card Group Enhances Payment Card Design

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With New Option, Company Affirms Leadership in Material and Technique Flexibility

LAS VEGAS--(BUSINESS WIRE)-- Money 20/20 -- Booth 1025 -- **CPI Card Group** (Nasdaq:PMTS, TSX:PNT), a global leader in financial and EMV® chip card production and related services, today announced the introduction of a new design option for payment cards: an edge-to-edge metal card. CPI's comprehensive design offerings for financial institutions, including expertise in materials, inks, adhesives, printing, collation, lamination, die-cutting, standards/emboss printing and design support, will be exhibited this week at booth 1025 during Money 20/20, the large payments and financial services industry event held in Las Vegas.

The new EMV-capable metal option, fully available in Q1 2017, adds to CPI Card Group's already wide array of design choices, which creates flexibility for large and small financial institutions. The new card provides a distinct, metallic look and feel that cannot be duplicated with other print methods, and customers can select full-color, silk-screen, glossy or matte finishes. The card is durable and weighs more than a plastic card, two characteristics that lend a sense of prestige to the cardholder.

"Many financial institutions are exploring different design options for their premier customers, and in response we developed a metal card that provides an 'elite' feel," said Lane Dubin, senior vice president of sales and marketing at CPI Card Group. "To make the cardholder feel special, we considered many characteristics – not only how the cards look, but how they weigh and even how they sound when they hit a hard surface – such as when a card is dropped on a table at a restaurant for payment. Precision and flexibility are key attributes of CPI's design services."

At Money 20/20, visitors to the CPI Card Group booth can see samples of the new edge-to-edge metal card as well as a variety of other materials and design technique options that create a “wow factor,” including:

- Card construction and core material—In addition to edge-to-edge metal, issuers can select a colored or clear core and a variety of ink treatments.
- Silkscreen applications—Many designers consider silkscreen to add depth and dimension to cards.
- Customization—Almost every aspect of a card can be architected according to preferences, the magnetic stripe can be a variety of colors, and the EMV chip can be customized.

For more information on CPI’s **payment card design services**, visit the company’s website at: **http://www.cpicardgroup.com/our-solutions/design-services/**.

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.

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