NEWS RELEASE

Florence Bank Enhances Card Programs Using CPI Card Group's MYCA™ Software Platform

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Over 31,000 Customers Now Have Online Access to Personalization Capabilities for All New EMV Chip Cards

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 that Massachusetts-based Florence Bank has implemented the Company's MYCA card creation and ordering system to bolster its card programs for consumers. By integrating MYCA's online interface, Florence Bank customers across its nine locations are able to design, personalize and order new financial cards that are EMV-enabled through the bank's website.

"It was important for us that the conversion to EMV chip cards didn't leave behind the simpler aspects that matter to consumers, such as being able to personalize a debit card with a family photo. Through MYCA, we are not only able to provide those capabilities – we can do so with added convenience," said Bethany Rose, VP Operations Manager, Florence Bank. "Using the online interface, which was seamlessly integrated with our website, consumers are able to design cards to their liking before placing their order. That capability helps further establish us as the bank of choice for customers and allows the cards we provide to see preferred usage."

MYCA is a turnkey B2B hosted software solution from CPI, equipping financial institutions, program managers, and merchants with the ability to design and order payment cards. Implementation of the platform is seamless, with CPI customers easily integrating the solution with their existing websites, aligned with their unique branding. MYCA's software includes an administrative interface that expedites the onboarding of new programs, allowing financial institutions to bring platform-enabled offerings to market quickly. The platform also supports bulk card ordering,

virtual card delivery, multi-currency and multi-language programs.

“Enhancing the customer journey is a critical component for financial institutions to remain competitive and we are happy to empower customers such as Florence Bank in that pursuit. Personalized cards can bring in more revenue than standard cards, making it all the more important that banks integrate that capability into their offering in the post-EMV, chip card era,” said Lane Dubin, senior vice president of sales and marketing at CPI Card Group. “It serves to further benefit financial institutions when the cards they issue enjoy top-of-wallet status, which is likelier when customers have cards they themselves designed. We are pleased to unlock such positive potential for our customers and do so through a platform as smoothly implemented and usable as MYCA.”

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**.

EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

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