NEWS RELEASE

New Print on Demand Services from CPI Card Group Provide Flexibility for Prepaid Payment Card Programs

10/24/2016

Program Managers Can Now Develop and Produce Fully Customized Cards and Individualized Packaging

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 a new globally available set of print on demand solutions that deliver significant flexibility to prepaid program managers and financial institutions. CPI customers can now produce full-image, personalized payment cards and related collateral on a one-by-one, on-demand basis, enabling individualized offerings and eliminating waste.

CPI Card Group's services for prepaid programs include card design and production, design and printing of collateral and packaging to accompany cards, and fulfillment services to deliver cards to consumers. The new solutions provide high-resolution card and collateral printing along with vibrant digital CMYK color that does not bleed through the page. The full range of on-demand production of cards and collateral is now available to CPI's U.S. customers, with on-demand collateral also offered in the U.K.

"The prepaid market is ready to embrace vibrant new personalization services that make both cards and accompanying collateral materials more compelling to consumers," said Lane Dubin, senior vice president of sales and marketing at CPI Card Group. "Our new solutions lend significant flexibility to program managers, and we are eager to work with them to leverage the new functionality to provide speed, convenience and highly targeted

offerings to their customers."

The new services allow for unique customization. A program manager developing an incentive card program can harvest customer buying data to create highly personalized collateral, naming a local store or brand specific to each customer within the note delivering the card. In addition, corporate teams can create tailored materials and pamphlets—using different size card stock—to accompany delivery of reward cards for incentive programs.

By printing on demand, excess card inventory is eliminated. This is especially important for certain programs, such as payroll programs, where regulations commonly stipulate changes to payment cards, meaning previously produced cards must be destroyed.

Prepaid managers can use the new services to create both open-loop and closed-loop cards, which – even though they are produced on demand – carry industry-advanced security controls. Cards can be EMV-enabled and build in compatibility with chip readers and contactless POS terminals.

The on-demand services will be discussed in detail this week at the CPI Card booth (No. 1025) during Money 20/20, the large payments and financial services industry event held in Las Vegas. More information on CPI's **prepaid card solutions** is available on the company's website: **http://www.cpicardgroup.com/our-solutions/prepaid/**.

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.

View source version on businesswire.com: **http://www.businesswire.com/news/home/20161024005282/en/**

Source: CPI Card Group

ICR Inc.

Laura Anderson, 203-682-8267

media@cpicardgroup.com