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DELUXE CORPORATION RANKS NO. 1 ON EPA'S TOP 20 PRINTERS LIST OF GREEN POWER PURCHASERS

DELUXE CORPORATION SETS INDUSTRY STANDARD WITH GREEN POWER PURCHASES

St. Paul, Minn. – August 11, 2011 - Deluxe Corporation (NYSE: DLX) announced today that it has increased its ranking to No. 1 on the U.S. Environmental Protection Agency's (EPA's) Top 20 Printers list of the largest green power purchasers. This achievement demonstrates Deluxe Corporation's commitment to protecting the environment and builds upon its existing partnership with EPA's Green Power Partnership. Deluxe Corporation is purchasing nearly 38 million kilowatt-hours (kWh) of green power annually, which is enough green power to meet 63 percent of the organization's electricity use. Deluxe Corporation is buying renewable energy certificates (RECs) from Renewable Choice Energy. This demonstrates a proactive choice to switch away from traditional sources of electricity generation and support cleaner renewable energy alternatives.

Last month the EPA updated each of its National Top Partner lists, highlighting some of America's largest green power purchasers. Each list highlights EPA Green Power Partners that have completed the largest annual voluntary purchases through July 6, 2011. The EPA updates its Top Partner Lists quarterly at www.epa.gov/greenpower/toplists.

"This is a huge honor and we are proud to be recognized by the U.S. Environmental Protection Agency," said Pete Godich, senior vice president of fulfillment at Deluxe. "Purchasing green power helps our organization become more sustainable, while also sending a message to others across the U.S. that supporting clean sources of electricity is a sound business decision and an important choice in reducing climate risk."

This purchase also qualifies Deluxe Corporation for EPA's Green Power Leadership Club, a distinction given to organizations that have significantly exceeded EPA's minimum purchase requirements. Green Power Leadership Club members must purchase ten times the partnership's minimum requirement organization-wide.

Green power is electricity that is generated from environmentally preferable renewable resources, such as wind, solar, geothermal, biogas, biomass, and low-impact hydro. Purchases of green power help accelerate the development of new renewable energy capacity nationwide and help reduce greenhouse gas emissions from the power sector.

"Deluxe Corporation's renewable energy commitment is exemplary environmental leadership and demonstrates the importance and value of making smart energy choices," said Blaine Collison, director of EPA's Green Power Partnership. "EPA hopes that Deluxe's suppliers, clients, competitors, and colleagues will all join this effort by making similar green power choices."

According to the EPA, Deluxe Corporation's green power purchase of nearly 38 million kWh is equivalent to avoiding the carbon dioxide (CO₂) emissions of more than 5,000 passenger vehicles per year, or the CO₂ emissions from the electricity use of more than 3,000 average American homes annually.



About Deluxe Corporation

Deluxe is a growth engine for small businesses and financial institutions. Four million small business customers access Deluxe's wide range of products and services including customized checks and forms as well as web-site development and hosting, search engine marketing, logo design and business networking. For financial institutions, Deluxe offers industry-leading programs in checks, customer acquisition, regulatory compliance, fraud prevention and profitability. Deluxe is also a leading printer of checks and accessories sold directly to consumers.

About EPA's Green Power Partnership

The Green Power Partnership is a voluntary program that encourages organizations to buy green power as a way to reduce the environmental impacts associated with purchased electricity use. The Partnership currently has more than 1,300 Partner organizations voluntarily purchasing billions of kilowatt-hours of green power annually. Partners include a wide variety of leading organizations such as Fortune 500® companies, small and medium sized businesses, local, state, and federal governments, and colleges and universities. For additional information, please visit www.epa.gov/greenpower.

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