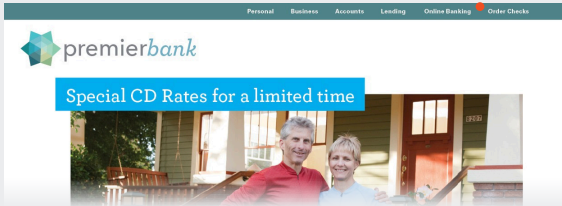


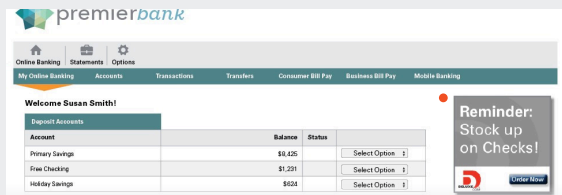
DELUXESELECT BEST PRACTICES

Your account holders want the best possible online ordering experience and your DeluxeSelect program can deliver it. Review our list of best practices for ways you can promote your DeluxeSelect experience:



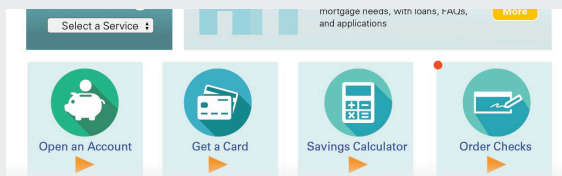
Send a monthly email

with a link to deluxe.com/checks
(Email templates available).



Integrate OrderPoint within Online Banking

so consumers can order checks when they are top-of-mind.



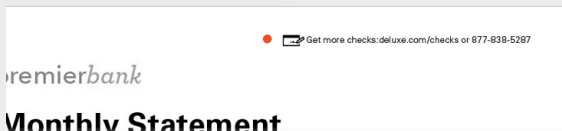
Optimal placement of link on your website

See deluxe.com/linking for the linking wizard.



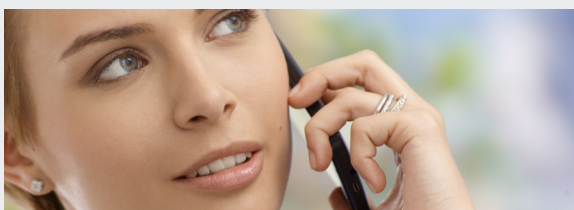
Use Deluxe Reorder Promo Codes

Increase profits and customer satisfaction. Promote the offer with statement inserts, online, emails, and in-branch.



Add link and phone number in all communication

Include deluxe.com/checks and 877-838-5287 for check reorders in your communication (statements, newsletters, website, etc.)



Provide Phone linking and messaging

- IVR/VRU linking – so phoned in reorders are sent to Deluxe
- IVR/VRU hold messaging — *'don't run out of checks, order today.'*

Please contact your Deluxe Representative for more information, or email DeluxeFinancialServices@deluxe.com