

## **CPI CARD GROUP EXPANDS OSCAR SERVICES**

**Littleton, Colorado, March 9, 2009** – CPI Card Group (CPI), a global leader in financial and commercial card production and services, takes great pride in presenting OSCAR to the card marketplace. It is the state-of-the-art digital print and color management system that delivers the most brilliantly printed cards in the industry. This is a proprietary application of technology, print, and proofing hardware and software, with a significant investment in human capital; they all are evident in OSCAR and it is only available through CPI Card Group.

The benefits of OSCAR are profound and enterprise wide; they impact every area of the business from proofing through turnaround time. Below is a highlight summary of the advantages of OSCAR and ways that CPI can save its customers money.

### **Reduced Cycle Times**

Not only does OSCAR permit CPI to do it better, but they can also do it quicker. OSCAR will set the new industry standard for turnaround times. This will allow customers to reduce their inventory requirements, utilizing shorter runs and just-in-time shipments.

### **Improved Servicing**

With less time spent on color issues, proofs not matching finished cards and rushed delivery requests, CPI's service representatives can devote more time to direct customer service. Customers can save money because there is no need for press checks, which will eliminate travel costs, travel time, and press check charges.

### **Proof Positive**

OSCAR generates a proof that is a for-color match; this includes both process-printed cards as well as PMS spot colors. Customers will no longer have to guess at what the cards will look like ... they will look like the proof! A full 85% of the print industry's "problems" arise from discrepancies between the proof and the printed product; "Proof-Positive" mitigates these risks because WYSIWYG (What you see is what you get).

### **HDPT (High Definition Print Technology)**

The dramatic difference that High Definition TV brings to television is now available on plastic cards, brought to you by CPI with HDPT. OSCAR offers the closest approximation to "continuous tone" available in the industry. Cards will have a photographic quality about them and unmatched brilliance. With HDPT, each card is assured to be like the other, with no drift in color from card to card or from order to order.

### **About CPI Card Group**

CPI, a global leader in financial and commercial card production, issuance, and services, offers a single source for plastic cards from foil cards and holograms, to translucent and smart cards. CPI's production sites include Denver, Colorado; Fort Wayne, Indiana; Las Vegas, Nevada; Colchester, England; Liverpool, England; and Toronto, Canada. CPI Card Group produces high-quality, general-purpose, magnetic stripe and smart cards for many applications. Certified to produce contactless products, CPI specializes in distinctive cards and offers the largest production capacity in North America. CPI's plants in Colorado and Nevada are ISO 9001:2000 certified. For more information or to learn more about OSCAR, visit [www.cpicardgroup.com](http://www.cpicardgroup.com).