FOR IMMEDIATE RELEASE

CPI SELECTS MICROPASS FROM INSIDE TO CREATE FIRST CONTACTLESS OPEN-LOOP PAYMENT STICKERS

Leading Payment Card Producer Ramps Up Capacity for Multi-Million Unit Market

AIX-EN-PROVENCE, France, and LITTLETON, Colo., October 14, 2008 – CPI Card Group (CPI), a global leader in financial and commercial card production and services, and INSIDE Contactless, a leading provider of advanced, open-standard contactless chip technologies, today announced a partnership to create the industry's first contactless sticker product for open-loop (branded bank card) payments. CPI anticipates volume production of the stickers, which are based upon INSIDE's new MicroPass® payment sticker technology.

INSIDE's sticker technology, which was announced last week, combines the flexible MicroPass 4003 contactless payment processor with a tuned RF antenna in a compact, shielded prelam for payment sticker applications. INSIDE's innovative shielding design improves performance by protecting the chip and antenna inside the sticker from interference that might be caused by the metals and radio signals within mobile phones and other electronic devices. CPI has established a scalable operational process for producing these payment stickers based upon MicroPass prelams delivered from INSIDE. The sticker devices are delivered from CPI already pre-cut from ID1 card devices and pre-personalized to allow for fulfillment using traditional card fulfillment equipment and processes.

"CPI Card Group offers the largest production capacity in North America, and would not be making this kind of investment if we weren't confident of the magnitude of this market opportunity," said Bob Clarke, vice president of sales and marketing at CPI Card Group. "Our project management and manufacturing expertise combined with INSIDE's technology leadership and support has enabled us to go from prototype engineering samples to developing and introducing a real payment sticker product in a very short time."

According to Clarke, CPI Card Group will be delivering its first MicroPass-based payment stickers to a global leader in electronic commerce and payment services, and anticipates orders from several other leading card issuers in North America. Clarke also noted that while the initial payment stickers will provide open-loop payment applications, CPI intends to produce

stickers that combine open-loop payments with other applications, such as transit, gift card and loyalty, as well as other closed-loop applications.

"CPI has been a valuable partner of ours for more than four years, and we appreciate their confidence in our technology and their significant efforts to bring this first open-loop payment sticker product to market so quickly," said Didier Serra, general manager and executive vice president of sales, Americas for INSIDE Contactless. "We share CPI's enthusiasm for this technology's potential, and look forward to working with them on future payment and multi-application sticker solutions based on our MicroPass platform."

Since it was first launched at CARTES in November of 2005, the award-winning MicroPass intelligent payment platform has achieved its unprecedented success by continuing to deliver superior performance and flexibility, and is now the platform of choice for certified card manufacturers around the world.

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, visit www.cpicardgroup.com.

About INSIDE Contactless

INSIDE Contactless is the global leader in open-standard contactless payment and Near Field Communication (NFC) semiconductors and software that power the next generation of payment, transit, identity and access control applications. The company's intelligent, microprocessor-based platforms offer the flexibility to be embedded in smart cards, mobile phones and other consumer electronic devices, documents, badges and other items to support a wide range of innovative contactless applications and bring new levels of convenience to users. INSIDE has delivered more than 250 million contactless platforms worldwide to customers and

partners that include many of the leading payment card and mobile phone manufacturers, systems integrators and financial institutions. With a portfolio of 55 families of patents, including several essential NFC patents, the company has played a leading role in NFC and contactless innovation. INSIDE is headquartered in Aix-en-Provence, France, with offices in Shanghai, Singapore, Warsaw, Seoul and Silicon Valley. For more information, please visit www.insidecontactless.com.

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