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Editorial Contact:
CPI Card Group – Sales and Marketing
Phone: 800.446.5036
Email: information@cpicardgroup.com

## CPI CARD GROUP WELCOMES NEW SALES REPRESENTATIVES

**Littleton, Colorado, July 16, 2008 –** CPI Card Group welcomes two new sales representatives: Ed Prisby and Mark Costello.

Ed Prisby, Southeast Regional Sales Manager – Commercial Cards and Services, comes to CPI with a 15-year track record with several Fortune 500 corporations. His most recent achievements were building print solutions with Fortune 100 companies in the Southeast for both Office Depot and FedEx Kinkos. He has managed accounts in both the private and public sector. Ed will be based out of Jacksonville, Florida.

Mark Costello, Western Regional Sales Manager – Commercial Cards and Services, comes to CPI Card Group with thirteen years' experience selling printed labels and packaging in the California area. He has handled accounts of all sizes ranging from large bottled water companies to small vineyards. He has worked with many of the Fortune 500 companies and Advertising Agencies on the West Coast. Mark will be based out of Castro Valley, CA, in the Bay Area.

**About CPI Card Group**
A world leader in plastic card manufacturing for over 20 years, CPI offers a single source for plastic cards from foil cards and holograms, to translucent and smart cards. CPI's production sites include Littleton, Colorado; Fort Wayne, Indiana; and North Las Vegas, Nevada. CPI Card Group produces high-quality, general-purpose, magnetic stripe and smart cards for many applications. Certified to produce contactless products, our facility specializes in distinctive cards and we offer the largest production capacity in North America.