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FOR IMMEDIATE RELEASE

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CPI CARD GROUP WELCOMES BRUCE BELL

Littleton, Colorado, April 16, 2008 – CPI Card Group, a world leader in plastic card manufacturing, announces the newest member of its sales team, Bruce Bell. Bruce joins CPI as the Rocky Mountain Regional Sales Manager, Commercial Cards and Services. He brings more than 20 years of experience in the debit and prepaid card industry, with an impressive record of success in multiple payment card arenas. Throughout his career, Bruce has excelled in client centric responsibilities, from Sales and Marketing to Customer Service and Operations management.

Bruce was a pioneer in the Gift Card Industry, first managing operations, then taking on responsibility for sales and business development, including the international growth of the business. Bruce will be responsible for sales and services to clients in the Rocky Mountain region for commercial card products.

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.

Press Release