



**FOR IMMEDIATE RELEASE**

**CPI CARD GROUP PROMOTES COMPETITELY PRICED EMV CARDS FOR VISA LATIN AMERICA**

**LITTLETON, CO December 8, 2005** - CPI is happy to announce its decision to support VISA Latin America and Caribbean region by promoting the competitively priced EMV cards for Visa Members.

The offer goes beyond the common white plastic promotion and includes graphical printing, current or old Visa or Visa Electron logo, hologram, magnetic stripe, chip embedding, and pre-personalization. The offer excludes the personalization and fulfillment. Prices are ex-works [1] the plant of the manufacturer. The card is based on the TIBC 3.0 platform with 2K of memory and can be used to personalize Visa's EMV credit, debit or prepaid application. The promotion would be available until March 31, 2006.

For more information please contact [info@cpicardgroup.com](mailto:info@cpicardgroup.com) or directly in Mexico, [lpalacios@cpicardgroup.com](mailto:lpalacios@cpicardgroup.com)

**About CPI Card Group**

CPI Card Group, a world leader in plastic card manufacturing for over 20 years, offers a single source for plastic cards from foil cards and holograms, to translucent and smart cards. CPI's two ISO 9001:2000 certified sites include CPI Card Group - Colorado, Inc. in Littleton, Colorado and CPI Card Group - Nevada, Inc in North Las Vegas, Nevada. The Nevada facility produces high-quality, general-purpose, magnetic stripe and smart cards for many applications. The Colorado facility, certified to produce Visa products, specializes in distinctive contactless financial cards with the largest capacity in North America.

**About Visa**

Visa connects cardholders, merchants and financial institutions through the world's largest electronic payments network. Visa products allow buyers and sellers to conduct commerce with ease and confidence in both the physical and virtual worlds. As an association owned by 21,000 member financial institutions, Visa is committed to the sustained growth of electronic payment systems to support the needs of all stakeholders and to drive economic growth. For more information, visit [www.visalatam.com](http://www.visalatam.com).

[1] Seller delivers goods at his or her own place of business. The buyer assumes all other transportation costs, sales taxes, etc.

[2] Specific conditions (number of colors, minimum quantities, etc.) vary depending on the card manufacturer/personalization provider. Please contact them for more details.

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