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CPI CARD GROUP RECEIVES ÉLAN AWARD

Littleton, Colorado, December 20, 2007 – CPI Card Group is pleased to announce receipt of another prestigious International Card Manufacturers Association (ICMA) Élan Award at the Annual Card Manufacturing EXPO. The winning card, the Victoria's Secret – I Love You Card, was selected for the People's Choice Élan Award for Card Manufacturing Excellence. This award is open to every card entry in the contest, regardless of category. This year, ICMA accepted more than 90 entries in seven categories.

Another CPI Card Group entry, an identification card for Distrito Federal, Mexico, was one of two finalists for Card Manufacturing Excellence in the Best I.D. Card Design category. This unique card was developed with CPI's Mexico business partner Latin ID SA de CV.

Each entry was selected by a panel of judges, in a blind competition, unidentified by company. Delegates attending the Expo selected the People's Choice Award winners. One winner and two finalists were chosen in each of the seven award categories: Financial, Non-Secure, Gift Card, I.D. Card, Technical Achievement, Judges' Choice and People's Choice. CPI Card Group entered cards in the Financial, Non-Secure, Gift Card, I.D. Card and Technical Achievement categories.

About Élan Awards
In the global arena of world-class cards, the ICMA Élan Awards for Card Manufacturing Excellence are the pinnacle of design innovation and technical achievement. Past recipients have included leading manufacturers from around the globe. Winners of this prestigious competition tap the power of industry recognition and promotional opportunity.

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 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. 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