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CPI CARD GROUP WELCOMES MICHELLE LEHOUCK

Littleton, Colorado, January 8, 2008 – It is with great pleasure that CPI Card Group announces the newest member of our sales team, Michelle Lehouck. Michelle joins CPI as Product Development Manager for Smart Cards – North America. Michelle comes to us after many years at STMicroelectronics, Inc. She most recently held the position of Sales & Business Development Manager for the North American region. Prior to this position with ST, she was located in Brussels, Belgium, and was the International Area Sales Manager.

As CPI's new Product Development Manager for RFID and smart cards, Michelle's focus will be on assisting United States and Canadian customers throughout the smart card implementation process. She brings a wealth of smart card industry experience and knowledge, and she will work in unison with the Account Representative as the smart card specialist.

Michelle graduated from California Polytechnic State University with a BA in English. She speaks French and Spanish and resides in the Boston area with her family.

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