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CPI CARD GROUP WELCOMES TOM WATERS

Littleton, CO, January 14, 2010 – CPI Card Group (CPI), a global leader in financial and commercial card production and services, today announced that Tom Waters will be joining as Vice President of Sales and Marketing. In his new position, Tom will have direct responsibility for all Sales and Marketing efforts in the United States.

"We will benefit greatly from Tom's sales leadership and his emphasis on understanding the needs of customers and prospects and developing solutions to meet those needs," said President and CEO Steve Montross. "Our customers are looking for solutions, and with Tom's leadership, we will improve our focus on understanding and delivering solutions that enhance our customers' business. Tom will also play a key role in working with our sales teams, including the teams in Canada and the United Kingdom, to drive a focused, coordinated approach in bringing One CPI to those customers and prospects that would benefit from our broad capabilities and diverse locations. Tom is an important part of the leadership team, and we are excited to have him join us."

Tom comes with a vast and accomplished background in the financial services sector with over 24 years of experience. In his most recent position as Managing Director and South Region Manager at GE Commercial Finance, Tom lead the sales team responsible for overall relationship management of the largest and most profitable customers in the southern U.S. Tom comes with a strong, successful track record in leading and supporting teams, developing market strategies and delivering results.

Tom's educational background includes a Bachelor's Degree in Business Administration from Southern Methodist University in Dallas, Texas and a Master's Degree in International Management from the Thunderbird School of Global Management in Glendale, Arizona.

About CPI Card Group
CPI, a global leader in financial and commercial card production and related services, offers a single source for plastic cards, from foil cards and holograms to translucent and smart cards, and personalization and fulfillment services. CPI offers the largest production capacity in North America. CPI's production sites include Denver, Colorado; Fort Wayne, Indiana; Las Vegas, Nevada; Colchester, England; Liverpool, England; and Toronto, Canada. CPI's plants in Colorado, Nevada, and Liverpool are ISO 9001 certified. For more information, visit www.cpicardgroup.com.