



FOR IMMEDIATE RELEASE

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CPI CARD GROUP WELCOMES KATHY GEORGE

Littleton, CO, January 19, 2010 – CPI Card Group (CPI), a global leader in financial and commercial card production and services, today announced that Kathy George will be joining as Market Manager of Prepaid Solutions. In this role, Kathy will lead the market development of CPI's secure prepaid business in North America.

"The secure prepaid market, including card manufacturing and related services, is a rapidly growing industry segment that now exceeds the size of the secure credit market in terms of number of cards issued," said President and CEO Steve Montross. "This market segment is an important growth area for CPI, and Kathy will play a key role in working with our sales and operations teams to increase our penetration of this market. Kathy is truly talented, and we are excited to have her join us."

Kathy comes to CPI with a very accomplished background in the card and card services industry with over twenty years experience in sales, key account management and marketing roles. She has experience selling to and communicating with the financial, telecom, healthcare and retail card segments.

Kathy has a BS from Mary Washington College, Fredericksburg, Virginia.

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.