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Editorial Contact:
CPI Card Group – Sales and Marketing
Phone: 800.446.5036
Email: information@cpicardgroup.com

CPI CARD GROUP WELCOMES JAY FULLER

Littleton, CO, January 26, 2010 – CPI Card Group (CPI), a global leader in financial and commercial card production and services, today announced that Jay Fuller has joined the company as Vice President of Operations. In his new position, Jay will have direct responsibility for all the manufacturing and personalization operations in the U.S and will also work closely with the operations teams in the international CPI facilities located in Canada and the United Kingdom.

"Our vision for this business is one of continuous improvement in safety, quality, turnaround times, product and service development, and our cost position. We have terrific strengths and unique capabilities across our production system, and we must fully utilize these strengths and leverage best practices for the benefit of our customers," said Steve Montross, President and CEO of CPI Card Group. "Jay will play a key role in driving this culture and accompanying critical initiatives. We are very excited about Jay joining us."

Jay comes to CPI with an accomplished, diversified background in manufacturing, engineering and operations, including high volume as well as custom manufacturing. In his most recent positions as Vice President of Operations with Cabo and Hatteras Yachts under the Boat Group at Brunswick Corporation, Jay was responsible for multi-plant manufacturing operations and implementing strategic initiatives including a web-based quality system, Lean Six Sigma transformation, and capacity/facility planning for new products. Jay also spent over 18 years with General Electric Company in positions of increasing leadership responsibility including roles as plant manager, project manager, process innovation leader and quality leader.

Jay's educational background includes a Bachelor's Degree in Ceramic Engineering from Ohio State University and an MBA from the University of Houston.

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.