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**FOR IMMEDIATE RELEASE**

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**CPI Card Group Partners with Tricor Pacific Capital, Inc.**

**LITTLETON, CO June 29, 2007** – CPI Card Group is pleased to announce that it has partnered with Tricor Pacific Capital, Inc., a private equity firm with offices in Lake Forest, Illinois and Vancouver, British Columbia. All of existing management team of CPI will remain in their current capacities. CPI congratulates Antonio Accornero, who will retire, as Bob Clarke, Russ McGrane and Scott Heck move forward in their current capacities and as shareholders in the new partnership.

“This partnership allows us to continue to grow and invest in the future of CPI,” said Bob Clarke. “We find this a bitter sweet time with Antonio retiring, but are excited about the opportunities that Tricor brings to CPI.”

CPI Card Group, Inc. is an award-winning manufacturer of plastic cards. With the capacity to produce over one billion cards a year, capabilities include standard, contactless, foil, textured, scented and translucent card production. CPI offers a full catalog of card services including personalization, fulfillment and distribution. All facilities are outfitted with the latest in card technology and are ISO 9001:2000 certified.

“We are proud to partner with CPI,” said Brad Seaman of Tricor. “Their recognition in the industry and progressive approach to growth complements Tricor and our initiatives. CPI brings over twenty years of experience in the industry and a commitment to providing market leading products and services that enable customers to tap into leading-edge programs of the highest quality.”

Tricor Pacific Capital, Inc. is a leading private equity firm that invests in profitable, well-managed, middle-market companies located in the West and Midwest regions of the United States and Canada. Tricor has approximately \$800 million of funds under management.

For more information on this transaction, please contact Bob Clarke at CPI Card Group headquarters in Littleton, Colorado or Brad Seaman at Tricor’s Chicago Office.

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Press Release