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CPI Card Group Opens a Secure Gift Card Personalization Services Area

LITTLETON, CO June 13, 2007 - The secure CPI Card Group facility, located in Littleton, Colorado, is the first to offer a complete portfolio of services for secure gift card personalization. Services include end-to-end card and carrier fulfillment capabilities from manufacturing to shipment of packages to distribution centers.

“Customers can take advantage of the efficiencies of complete card fulfillment under one roof,” states Byron Powell, Director of Personalization at the Colorado facility. “Historically they had to manufacture cards at one site, personalize them at another and then package them at a third site. Each time the cards were shipped it required secure shipping, adding an extra expense. At CPI, we are able to offer the complete solution in a single location and therefore save our customers time and money.”

Byron comes to CPI with nearly 20 years of experience in the manufacturing and fulfillment of credit cards. Capabilities in the new personalization area include secure gift card embossing, attaching and packaging at a capacity of two and a half million cards per month. Future enhancements include distribution services for open loop gift cards.

About CPI Card Group

CPI Card Group, Inc. is an award-winning manufacturer of plastic cards. Twenty years of experience in the industry and commitment to technology enables customers to tap into leading-edge programs of the highest quality. 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.

Press Release