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FOR IMMEDIATE RELEASE

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CPI CARD GROUP NAMES MARTINEZ, DIRECTOR OF HR & SECURITY

Littleton, Colorado, March 1, 2008 – CPI Card Group announces that Mary Martinez has been named Director of Human Resources & Security for all locations. With this promotion, Mary becomes a member of the senior leadership team, reporting to Ted Fick, President & CEO of CPI. She is responsible for all Human Resources and Security functions throughout CPI.

Mary has been with CPI since 1996 as Director of Human Resources & Security for Colorado and Nevada, and has been in the Human Resources field since 1987. Reporting to Mary will be Sheri Perry and Dave Rambo in Fort Wayne, Cortney Walker in Denver, and Caroline Lucas in Las Vegas.

CPI's announcement of Mary's promotion as the company director reflects its recent acquisition of Didier Printing in Fort Wayne. CPI is focused on aligning its organization to more effectively provide consistent programs across the company. CPI remains committed to its employee development initiatives, as well as ensuring consistent completion of customer requirements.

About CPI Card Group
A world leader in plastic card manufacturing for over 20 years, CPI offers a single source for plastic cards from foil cards and holograms, to translucent and smart cards. CPI's production sites include Littleton, Colorado; Fort Wayne, Indiana; and North Las Vegas, Nevada. CPI Card Group produces high-quality, general-purpose, magnetic stripe and smart cards for many applications. Certified to produce contactless products, our facility specializes in distinctive cards and we offer the largest production capacity in North America.

Press Release