



cpi card group

FOR IMMEDIATE RELEASE

CPI CARD GROUP OFFERS CONTACTLESS CARD THROUGH VISA SMART BREAKTHROUGH

LITTLETON, CO November 10, 2005 – CPI Card Group announces today that it will be manufacturing a new, optimized contactless card offered through the Visa Smart Breakthrough program. The new contactless card was jointly developed by CPI Card Group, INSIDE Contactless, based in France, and Smartrac Technology Ltd., based in Thailand. CPI Card Group offers commitment to produce cost-effective products for a growing market.

“We believe that our combined solution will enable banks to deploy this new technology on a large scale and will generate new revenue streams very quickly”, says Didier Serra, General Manager and Executive Vice President of Sales, INSIDE Contactless Americas. “The partnership with INSIDE, Smartrac, and CPI combines state-of-the-art products with extensive expertise in technology integration. Each organization has a long standing track record of enabling customers to adopt new technology quickly and securely.”

CPI is a pioneer of contactless payment technology in the United States and is the first card manufacturer to invest in large contactless card production capacity. After delivering several million cards in 2005, CPI is getting ready to produce more cost effective and reliable contactless cards in 2006.

CPI Card Group is the only company equipped with two production plants, each designed for specific purposes. Memory cards, produced at our Nevada plant, can be used for several applications such as pre-paid telephone, library, access control, college, loyalty schemes, or parking cards. Microprocessor and contactless cards for the financial and ID card markets are produced at our certified-secured Colorado facility.

“By incorporating the latest technology and specifications, this partnership demonstrates CPI’s ability to work with industry leaders to develop new payment solutions,” comments Robert Clarke, VP Sales & Marketing at CPI Card Group. “CPI is proud to be selected as a participant in developing this product for Visa Smart Breakthrough.”

CPI Card Group will start deliveries of the new contactless card in January of 2006.

About CPI Card Group

CPI Card Group, a world leader in plastic card manufacturing for over 20 years, offers a single source for plastic cards from foil cards and holograms, to translucent and smart cards. CPI’s two ISO 9001:2000 certified sites include CPI Card Group - Colorado, Inc. in Littleton, Colorado and CPI Card Group - Nevada, Inc in North Las Vegas, Nevada. The Nevada facility produces high-quality, general-purpose, magnetic stripe and smart cards for many applications. The Colorado facility, certified to produce Visa products, specializes in distinctive contactless financial cards with the largest capacity in North America.

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