cpi card group™
confident passionate innovative

FOR IMMEDIATE RELEASE

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CPI CARD GROUP POWERED THROUGH WIND ELECTRICITY

Littleton, Colorado, November 30, 2007 – CPI Card Group is excited to announce that we are expanding our green manufacturing initiative by purchasing Windsource® wind power through Xcel Energy to power our Colorado plant. We are the first and only card manufacturer in the United States to specify that 100% of our electricity be generated through wind power.

We are proud that our purchase of approximately 296 megawatts of this clean, sustainable, renewable energy source monthly will result in a reduction of nearly 2,500 tons of greenhouse gas emissions annually, or the equivalent of keeping more than 435 cars off the road.

In addition to our recent addition of wind power, CPI remains committed to responsible environmental policies, including promoting more environmentally friendly products such as biodegradable card stock. CPI is involved with recycling materials used in the manufacturing process, we print with UV inks that are not solvent based, and we predominately use water-based silkscreen inks that do not generate VOCs.

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 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. 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