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Editorial Contact:
CPI Card Group - Sales and Marketing
Phone: 800.446.5036
Email: information@cpicardgroup.com

CPI CARD GROUP RECEIVES ÉLAN AWARD

Littleton, Colorado, October 19, 2006 - CPI Card Group is pleased to announce receipt of another prestigious International Card Manufacturers Association (ICMA) Élan Award at the Annual Card Manufacturing EXPO. The winning card, an identification card for the Secretary of Public Security of the Federal District of Mexico, won for Card Manufacturing Excellence in the Best I.D. Card Design category. This unique card was developed with CPI's Mexico business partner Latin ID SA de CV.

Another CPI Card Group entry, a holiday gift card manufactured for Starbucks Coffee, was one of two finalists selected for the People's Choice Élan Award for Card Manufacturing Excellence. This award is open to every card entry in the contest, regardless of category.

Each entry was selected by a panel of judges, in a blind competition, unidentified by company. Delegates attending the Expo selected the People's Choice Award winners. One winner and two finalists were chosen in each of the seven award categories, Financial, Non-Secure, Gift Card, I.D. Card, Technical Achievement, Judges' Choice and People's Choice. CPI Card Group entered cards in the Financial, Non-Secure, Gift Card, I.D. Card and Technical Achievement categories.

In addition to the prestigious Élan Awards, CPI Card Group was also the winning contestant in the badge design competition called 'ID Ideas'. Entries for this badge competition are submitted from ICMA's card manufacturer members from around the world. The Greek inspired cards were used as name badges for delegates attending this year's EXPO in Athens, Greece.

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.