

## **CPI CARD GROUP EXPANDS INTO THE CANADIAN MARKET**

**Littleton, Colorado, October 3, 2008** – CPI Card Group (CPI), a global leader in financial and commercial card production and services, is expanding its presence in the Canadian marketplace by acquiring a Canadian facility formerly known as Metaca, located in Concord, Ontario, part of the greater Toronto area. This latest acquisition is keeping with the CPI strategic vision of expanding to support its ever growing international customer base. The Canadian financial card landscape is changing quickly with the rollout of EMV, Dual Interface and contactless chip technology. CPI's focus is to provide the Canadian customers with innovation, flexibility and delivery to help them better compete in their market sectors.

The new full service bureau facility will be named CPI Card Group – Canada and will be led by well-known card industry executive Anna Rossetti as President. Rossetti, who was formerly president of Giesecke & Devrient (G&D) in Canada, states, "The Canadian market has unique requirements that CPI has experience with, and local customers have asked us to provide full services which include manufacturing, personalization and fulfillment. They are also looking for flexibility and innovation of products which we have today. Given Canada's acceptance of contactless technology and other form factors, CPI is well positioned to be a partner of choice for the Canadian marketplace."

Rossetti adds, "I am excited to be joining CPI as we expand our products and services to our Canadian customers and provide them the choices they deserve. CPI Card Group – Canada is committed to the Canadian marketplace, and this stability is further supported by its position as a Tricor portfolio company, which is one of Canada's leading private equity firms."

Before joining CPI, Rossetti spent 8 years in Toronto with G&D having served as its President for the last 4 years and SVP Sales and General Manager prior to that. During her tenure, Rossetti was instrumental in providing the strategic vision and leadership that positioned G&D as a market leader. Rossetti's expertise will provide the necessary direction in leading CPI through its company growth in Canada.

### **About CPI Card Group**

CPI, a global leader in financial and commercial card production, issuance, and services, offers a single source for plastic cards from foil cards and holograms, to translucent and smart cards. CPI's production sites include Denver, Colorado; Fort Wayne, Indiana; Las Vegas, Nevada; Colchester, England; and Liverpool, England. CPI Card Group produces high-quality, general-purpose, magnetic stripe and smart cards for many applications. Certified to produce contactless products, CPI specializes in distinctive cards and offers the largest production capacity in North America. CPI's plants in Colorado and Nevada are ISO 9001:2000 certified. For more information, visit [www.cpicardgroup.com](http://www.cpicardgroup.com).

### **About Tricor Pacific Capital**

Headquartered in Vancouver, with an office in Chicago, Tricor invests in middle-market companies in Western Canada and the Western U.S. Since 1996, Tricor has made 34 acquisitions in the manufacturing, service, distribution and consumer product sectors. The firm targets companies with enterprise values of \$25 million to \$250 million. Tricor has created significant value by growing and expanding Canadian businesses into the U.S. market and U.S. businesses into the Canadian market. For more information, please visit [www.tricorpacific.com](http://www.tricorpacific.com).