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CPI Card Group Opens Offices in Mexico

LITTLETON, CO September 10, 2007 - CPI announced today the partnership agreement with Latin ID S.A. DE c.v., based in Mexico City for the development of its strategy to increase its presence in the Mexican market. Within the agreement, Latin ID brings its local technical and logistic support including the import of cards. CPI contributes with the hiring of a local sales representative and the huge manufacturing expertise from the two US based facilities.

"We consider we have a role to play in the Mexican market and think the new organization will allow us bring to the Mexican issuers a great opportunity of local service with large manufacturing capabilities," said Benoit Guez, VP of Smart Cards & International Sales. "After so many years of great relations with Latin ID, the move was a natural thing to do and we are excited by the potential that it brings."

The CPI presence within Latin ID offices will be led by new hire Maria Elena Flores. Ms. Flores brings with her extensive experience and knowledge in the Mexican financial sector where she has been successful over the last ten years.

About CPI Card Group

CPI Card Group, Inc. is an award-winning manufacturer of plastic cards. Twenty years of experience in the industry and commitment to technology enables customers to tap into leading-edge programs of the highest quality. With the capacity to produce over one billion cards a year, capabilities include standard, contactless, foil, textured, scented and translucent card production. CPI offers a full catalog of card services including personalization, fulfillment and distribution. All facilities are outfitted with the latest in card technology and are ISO 9001:2000 certified. Visit www.cpicardgroup.com for more information.

About Latin ID S.A. DE c.v.

Latin ID S.A. DE c.v. is a Company with more than 20 years of experience, specialized in the distribution of solutions oriented to identification, automation and access control market in Mexico. Visit www.latinid.com.mx for more information.

Press Release