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**CPI CARD GROUP RECEIVES EMV CERTIFICATION**

**Toronto, Ontario, September 15, 2009** – CPI Card Group (CPI), a global leader in financial and commercial card production and services, today announced that its Canadian facility has been certified by Visa and Interac to manufacture and personalize EMV financial cards. This latest certification adds to the existing MasterCard certification achieved by the Toronto location.

“We’re pleased that CPI has met all of the Interac Association requirements to perform the function of a Card Personalization Bureau to support EMV chip card services for Interac Association members,” says Allen Wright, VP, Product Management, Interac Association.

EMV is an international standard that regulates financial transactions with a smart card chip in replacement of a magnetic stripe. Smart card chips provide a higher level of security than magnetic stripes as they are designed to securely store data and allow secured authentication of the card holder during the transaction. CPI Card Group is committed to providing the Canadian financial institutions real options with secure solutions that include customized card designs and manufacturing; microprocessor-based smart card technology; support for debit, credit and prepaid card issuers; personalization and in-house fulfillment.

“We are passionate about supporting all our customers with innovative and flexible card products and services to help them better compete in the marketplace. We are ushering in a flexible and open platform technology that gives our financial institutions choices for their EMV solution,” says Anna Rossetti, President of the Canadian facility.

CPI provides end-to-end solutions from manufacturing to data preparation, personalization and fulfillment of cards at their Toronto location. CPI serves the financial services, government, and commercial markets, including the gift, loyalty and membership; telecommunications; insurance and entertainment market segments of the commercial market.

**About CPI Card Group**

CPI, a global leader in financial and commercial card production and related services, offers a single source for plastic cards, from foil cards and holograms to translucent and smart cards, and personalization and fulfillment services. CPI offers the largest production capacity in North America. CPI’s production sites include Denver, Colorado; Fort Wayne, Indiana; Las Vegas, Nevada; Colchester, England; Liverpool, England; and Toronto, Canada. CPI’s plants in Colorado, Nevada, and Liverpool are ISO 9001 certified. For more information, visit [www.cpicardgroup.com](http://www.cpicardgroup.com).