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FOR IMMEDIATE RELEASE

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Deluxe Corporation Announces Acquisition of First Manhattan Consulting Group

Shoreview, Minn. – January 6, 2017 – Deluxe Corporation announced today that it has acquired First Manhattan Consulting Group (FMCG Direct), a data driven, marketing services company. FMCG Direct, based in New York City, is an industry leader in marketing analytics and insights, providing clients with deep financial services expertise and proprietary research, along with marketing campaign design and execution.

The FMCG Direct suite of services will be included in the Deluxe Financial Services segment which includes check program management, marketing analytics for customer acquisition, customer loyalty programs, and treasury management services for financial institutions. Combining the strengths of Deluxe’s deep background in the financial services space with FMCG Direct’s data and analytics, this acquisition will give clients differentiated capabilities to profitably grow revenue, acquire new accounts and deepen customer relationships.

“FMCG Direct further enhances our data-driven marketing services portfolio, and creates a one-of-a-kind suite of capabilities for top tier financial institutions to acquire, cross-sell and retain consumer, small business and commercial relationships,” said Lee Schram, chief executive officer of Deluxe Corporation. “The solutions FMCG Direct brings to market are complementary to Deluxe, continuing to strengthen our value proposition and market position.”

“Deluxe has a proven track record of exceptional results with expanding data and analytics capabilities,” said Bob Tetenbaum, president and co-founder of FMCG Direct. “After surveying our common capabilities and approaches to adding value to clients, we found that FMCG Direct’s analytical approach to marketing services is the perfect fit to further enhance the Deluxe Marketing Services portfolio. We’re excited to become part of the Deluxe family.”

Founded in 1980, FMCG Direct is a provider of industry leading targeted marketing campaigns that leverage proprietary multi-sourced data sets and insights to generate a compelling business case and exceptional return on investment. The comprehensive and powerful FMCG Direct data-driven solution suite will be sold through the Deluxe Financial Services sales channel.

About Deluxe

Deluxe Corp. is a growth engine for small businesses and financial institutions. Nearly 4.5 million small business customers access Deluxe's wide range of products and services, including customized checks and forms, as well as website development and hosting, email marketing, social media, search engine optimization and logo design. For our approximately 5,100 financial institution customers, Deluxe offers industry-leading programs in checks, customer acquisition, fraud prevention and profitability. Deluxe is

also a leading provider of checks and accessories sold directly to consumers. For more information, visit us at www.deluxe.com, www.facebook.com/deluxecorp or www.twitter.com/deluxecorp.

About FMCG Direct

FMCG Direct, a data driven, omni-channel marketing services company based in New York City, is an industry leader in marketing analytics and insights, providing clients with deep financial services expertise and proprietary research, along with marketing campaign design and execution. For more information, visit www.fmcgdirect.com.

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