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## **BANCVUE INKS DEAL WITH DELUXE CORPORATION TO MARKET REALCHECKING® SYSTEM**

*Strategic Partnership To Benefit Community Financial Institutions Across U.S.*

**Austin, TX—January 12, 2010—**BancVue ([www.BancVue.com](http://www.BancVue.com)), the leading provider of innovative products, dynamic marketing, and data-driven consulting solutions to community financial institutions around the country, today announced it has signed an agreement with Deluxe Corporation (NYSE:DLX) that will make BancVue's REALChecking® system available to Deluxe clients.

REALChecking is a system of innovative deposit products including REWARDChecking®, REALSaver™, REALGiving® and REALTunes® that are proven to drive non-interest income, attract new account holders, and increase retention for community financial institutions. BancVue supports each product with research-based marketing, data-driven consulting, and automated software. More than 1.3 million REALChecking accounts have been opened at BancVue's partner community financial institutions in less than five years.

"Deluxe has a reputation built on integrity, flexibility and superior customer service," said Susan Sierota, CMO of BancVue. "They represent the perfect partner for us in our efforts to help community financial institutions around the country drive non-interest income, attract new account holders and increase retention."

Deluxe Corporation and BancVue are both dedicated to helping community financial institutions build lasting relationships with their customers. With this exclusive agreement, Deluxe brings new channels for BancVue's REALChecking, including an extended field sales force, and additional relationships with financial service associations that serve thousands of community banks and credit unions.

“We’re proud to make the innovative REALChecking system available to our financial institution customers,” said Susan Eick, Vice President of Financial Services Marketing at Deluxe Corporation. “REALChecking not only enhances the banking experience for consumers, it helps the financial institutions offering the system achieve their business goals.”

BancVue was recognized last year as the second fastest growing financial services firm in Inc. Magazine’s 28th Annual List of America’s Fastest-Growing Private Companies—the Inc. 500. In addition to the Deluxe partnership, the Austin-based firm expects to maintain its growth trajectory in 2010 with the nationwide launch of Kasasa™, a national brand designed to unite community financial institutions with the superior products and marketing scale they need to compete and win.

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#### **About BancVue**

BancVue is the leading provider of innovative products, marketing, and consulting solutions to community financial institutions nationwide. Serving over 650 community banks and credit unions around the country, BancVue’s solutions allow these institutions to compete and win. Community financial institutions benefit from the development and implementation of BancVue’s innovative products, including Kasasa™, a national brand of superior products that gives community financial institutions the marketing scale they need to compete, and REALChecking®, a system of innovative products, superior marketing, and data-driven consulting. For more information on BancVue, visit [www.bancvue.com](http://www.bancvue.com).

#### **About Deluxe Corporation**

Deluxe Corporation is a growth engine for small businesses and financial institutions. Through its industry-leading businesses and brands, the Company helps small businesses and financial institutions attract and retain customers. The Company employs a multi-channel strategy to provide a suite of lifecycle driven solutions to its customers. In addition to its personalized printed products, the Company offers a growing suite of business services, including logo design, payroll, web design and hosting, business networking and other web-based services to help small business grow. In the financial services industry, Deluxe sells check programs and fraud prevention, customer loyalty and retention programs to help banks build lasting relationships and grow core deposits. The Company also sells personalized checks, accessories, stored value gift cards and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

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