

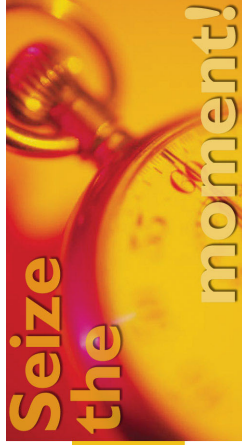
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Broaden Your Prospecting Media Mix:

Referrals B to B to B (C)

**A prospecting medium supported by traditional
direct mail programs**

**Greg Gerard
VP Marketing
Deluxe Business Services
May 4, 2004**



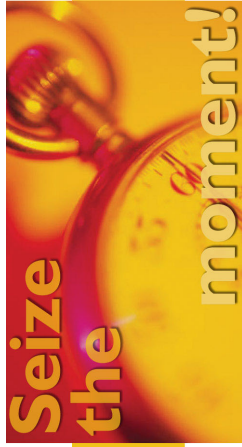
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DBS

- Providing solutions to small businesses in order to help them manage, grow, and promote their enterprise.

Solutions

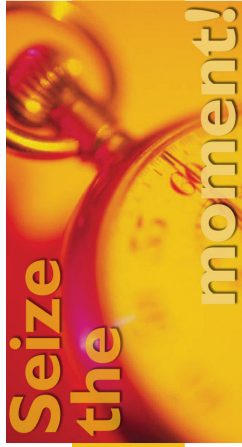
- Short run personalized products like checks, business forms, business cards & stationery, labels, greeting cards, ad specialty & promotion products, ad imprint stamps.



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Situation

- Checks and forms for small businesses sold B to B to B (C)
- Increased competition
- Increased complexity
- Reduction in knowledge
- Rising acquisition / retention costs



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Goal

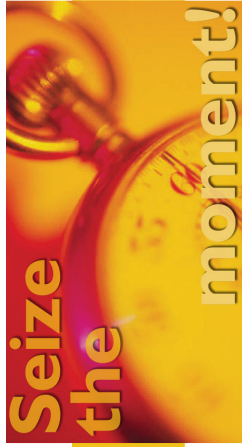
- Find ways for small business prospects to "attach" to Deluxe Business Services direct mail programs.

Challenge:

- Successfully convince new customers acquired via a referral to become a direct mail buyer.

Objective

- To do so, without minimizing the brand of the referring entity while strengthening our own position with the customer.



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Where did we go?

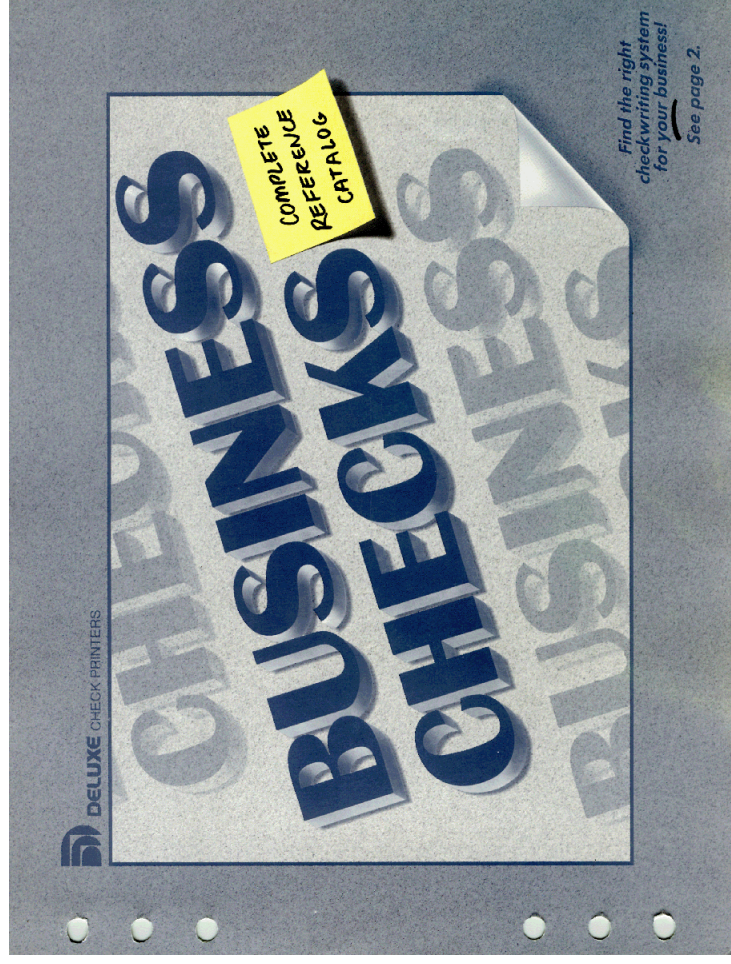
- Point of pain with clients
- One step beyond - Value Chain

**Seize
the
moment!**

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How did we get there?

- Business Model Change
- Program / Referral Support



Seize the moment!

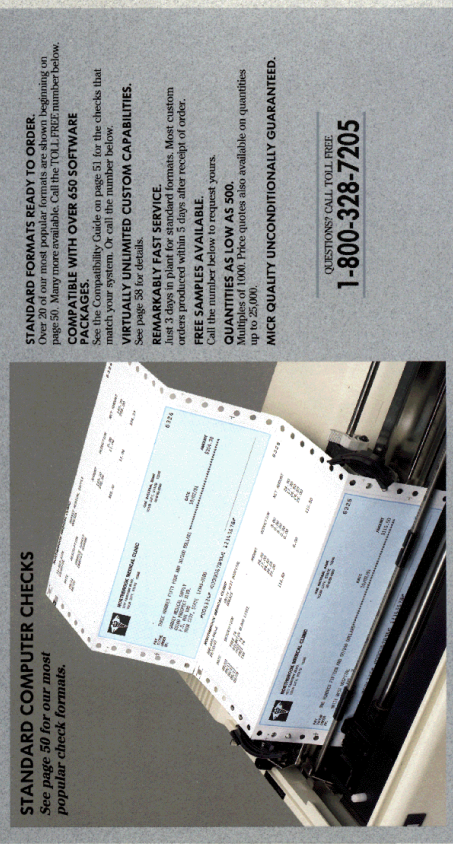
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Business Check Catalog - 1994

COMPUTER CHECKS
INDEX

A complete line of computer checks.
Guaranteed compatible with your software.
Convenient toll free ordering.

STANDARD COMPUTER CHECKS
See page 50 for our most popular check formats.



STANDARD FORMATS READY TO ORDER.
Over 50 of our most popular formats are available. See the TOLL FREE COMPATIBILITY GUIDE for more information.

COMPATIBLE WITH OVER 650 SOFTWARE PACKAGES.
See this Compatibility Guide on page 51 for the checks that match your system. Or call the number below.

VIRTUALLY UNLIMITED CUSTOM CAPABILITIES.
See page 58 for details.

REMARKABLY FAST SERVICE.
We can produce your custom checks, MICR system orders produced within 5 days after receipt of order.

FREE SAMPLES AVAILABLE.
Call the number below to request yours.

QUANTITIES AS LOW AS 500.
Multiples of 1000. Price quotes also available on quantities up to 25,000.

MICR QUALITY UNCONDITIONALLY GUARANTEED.

QUESTIONS CALL TOLL FREE
1-800-328-7205

LASER CHECKS

Look no further for laser checks. High-grade laser printer paper stock, used for all our laser checks, is guaranteed compatible with your software. For one of our most popular laser checks, see page 56.



A PERFECT MATCH

How to find the right checks for your Software

- 1 COMPATIBILITY
- 2 CHOICES, ETC.
- 3 HOW TO ORDER

COMPATIBILITY
Look up your software and software version in the Software Compatibility Guide. See page 51.

CHOICES, ETC.
Color availability, quantities, and other options are summarized on page 50. To see what your check should look like, see page 50. Checks are shown in numerical order.

HOW TO ORDER
Call the number below. Free samples available.

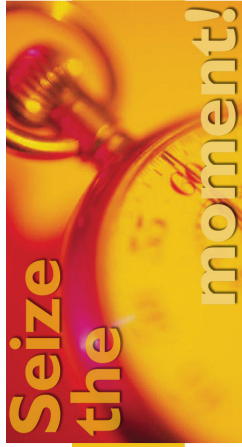
STANDARD FORMATS
Look up your software and software version in the Software Compatibility Guide. See page 51.

LASER CHECKS
See pages 56-57 for check formats, quantities, colors and quantities. Checks shown are 8 1/2" x 11" and 8 1/2" x 14" for use with adjustable paper trays.

CUSTOM CAPABILITIES
Send us your current check format and software. Call the toll-free number below. See pages 58-61 for an extensive list of capabilities, including colored ink, custom logos, backgrounds, and borders.

CALL TOLL FREE TO ORDER
1-800-328-7205





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How did we get there?

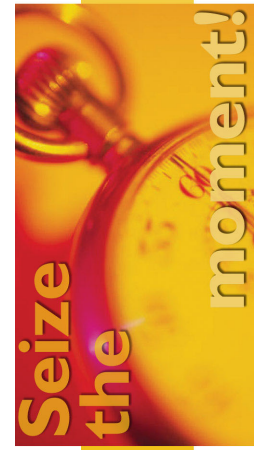
- Integrated Contact Strategy
 - Referral Point Collateral
 - Welcome Collateral
 - Fulfillment Collateral
 - Mail-stream Collateral

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Referral Point Collateral





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Welcome Collateral

Deluxe Business Checks and Solutions
PO Box 6406
St. Paul, MN 55164-0064

DELUXE

1885 Scoring St S
Maplewood MN 55118-9103

Order at:
DELUXE

001001 400006 78

PRESENTER'S STANDARD LISTING #

8909090909

807585

Offer expires September 30, 2004

Savings Amount:

20% Savings

Pay to: APPLE STORE CO.
1885 Scoring St S
Maplewood MN 55118-9103

Order direct and save 20% off catalog prices

001001 400006 78 94: 1 2 3 4 5 5 78*

Deluxe Business Checks
PO Box 6406
St. Paul, MN 55164-0064

DELUXE

Order direct and save 20% off catalog prices

Pay to: APPLE STORE CO.
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Maplewood MN 55118-9103

Order direct and save 20% off catalog prices

001001 400006 78 94: 1 2 3 4 5 5 78*

SPECIAL OFFER FOR NEW CUSTOMERS

Dear Sir: Good day,

Thank you for your recent order of Computer Forms from Deluxe Business Checks and Solutions, the world's leader in business checks, forms, and supplies. Your Financial Institution has partnered with Deluxe to provide you with check and form solutions that will help your business grow. We want to let you know just what you can expect to receive when you order directly from Deluxe.

You can count on Deluxe for superb customer service and secure delivery. Then there's the extra convenience of ordering from your home or office—at any time! In this easy-to-use catalog, you'll find thousands of Deluxe products—checks, forms, envelopes, labels, stamps, perforated forms—designed to help your business run smoothly and profitably.

When you order direct from Deluxe, the world's largest check printer, you also get:

- Fast and reliable customer service
- Convenient online ordering
- Products guaranteed compatible with 100% of today's accounting software
- "Fraud Defense" by Deluxe, which provides you with automatic protection against check order fraud and the risk of identity theft. See www.deluxeforms.com for more information.
- Customer service experts ready to assist you

Order direct from Deluxe and save 20% off any product you order from this catalog. *1 see 10 to place a reorder, or order a new item today!

Choose the ordering method that works for you:

- Phone: 1-800-328-0304, Monday-Friday 24 hours, Saturday 7:30-4:00 CT
- Fax: 1-800-328-0304
- Mail: See catalog order form
- Web: www.deluxeforms.com

We can answer your questions and help you select other forms and supplies to keep your business running smoothly. Just call our friendly customer service representatives at 1-800-328-0304. Or visit us online at www.deluxeforms.com 24 hours a day.

We look forward to serving you again!

Sincerely,
Karen Malley
Karen Malley
Customer Satisfaction Manager

P.S. Your satisfaction with every product you order is 100% guaranteed!

Call toll-free 1-800-328-0304 or order online at www.deluxeforms.com

*Special 20% savings does not apply to order direct business. Offer expires 9/30/04.
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BUSINESS CHECKS AND SOLUTIONS

DELUXE

HELPING SMALL BUSINESSES SUCCEED

Winter 2004

Experience The Deluxe Treatment

“It's great to find a company you can depend on, not only for your checks, but for the service that goes along with the order.”

Order Direct & **SAVE 20%** On Your Order
100% Satisfaction Guarantee

Call 1-800-328-0304
deluxeforms.com

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Fulfillment Collateral

BUSINESS CHECKS AND SOLUTIONS

DELUXE

HELPING SMALL BUSINESSES SUCCEED

Winter 2004

THANK YOU for your continued business!

20% off* any product you order for the first time!

Call 1-800-328-0304
deluxeforms.com

*Offer good on orders placed before 12/31/04. Excludes all other offers. See website for details.

PACKING LIST
PLEASE REPECT YOUR ORDER

Customer Address: _____

1. CUSTOMER ADDRESS

2. BILL TO: _____

3. BILL TO:

ITEMS IN THIS SHIPMENT

ADDITIONAL ITEMS ORDERED TO BE SHIPPED SEPARATELY

SHIPMENT ITEMS FOR DELUXE CORPORATION

FREE SHIPPING*
with an online purchase of \$50 or more products.
www.deluxeforms.com

READY TO REORDER?
Add these items to your shopping list!
Simply write in your selections on your reorder form.

ENVELOPES
Add any message to the back of the envelope. Add any message to the back of the envelope. Add any message to the back of the envelope.

CHECK STORAGE BOX
Organized and numbered to keep your checks safe. Organized and numbered to keep your checks safe. Organized and numbered to keep your checks safe.

COMPUTER CHECKS
Multi-Purpose Check. Multi-Purpose Check. Multi-Purpose Check.

STAMPS
Check facts for stamp before. Check facts for stamp before. Check facts for stamp before.

REORDER ONLINE AT DELUXEFORMS.COM
Or Phone, Mail or Fax your Order Today!

SHIPPING WARNINGS

FRANLID METRICS



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Mail-stream Collateral



Seize the moment!

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First Time Buyer

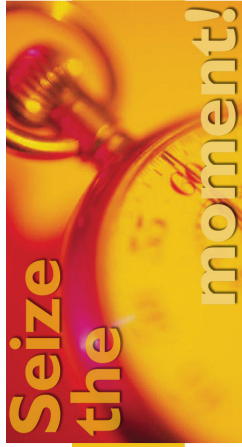


Seize
the
moment!

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Two Time + Buyer

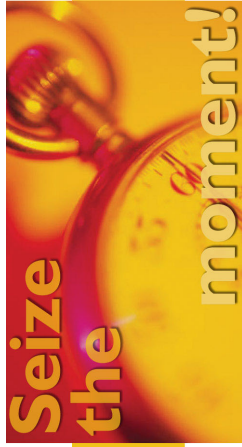




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What did we do?

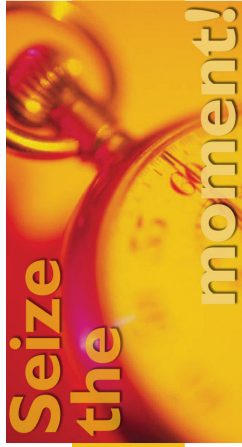
- Organizational Change
- Transaction vs Relationship
- Partner Programs
- FTB, Retention, Reactivation
- CRM - OCE



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What did we do?

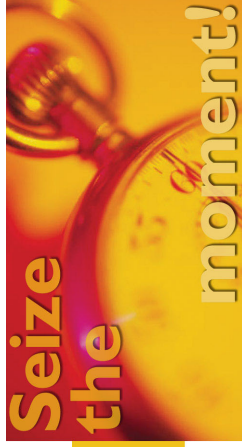
- Organizational Change
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What were the results?

- FTB Conversion
- Customer Satisfaction and LTV
- Client Retention



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Lessons Learned

- Identify KBC's of both client and customers
- Leverage your core competencies
- Maintain value added components as competitive advantage