

Petsky Prunier Advises Deluxe Corporation on its \$200MM Acquisition of First Manhattan Consulting Group

January 6, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised Deluxe Corporation (NYSE: DLX), one of the largest providers of marketing services to financial institutions and small businesses, on its acquisition of First Manhattan Consulting Group (“FMCG Direct”), a leading provider of data-driven marketing services for financial institutions, for \$200 million.

The graphic is a white rectangular box with a grey border. At the top, it says 'JANUARY 2017'. Below that is '\$200,000,000'. The Deluxe logo (a red 'D' shape) and the word 'DELUXE' in bold black letters are prominent. Below the logo, it says '(NYSE: DLX)'. A line of text reads 'one of the largest providers of marketing services to financial institutions and small businesses'. Below that, it says 'has acquired'. The FMCG Direct logo (the text 'FMCGDirect' in white on a dark blue rectangular background) is shown. Below the logo, it says 'a leading provider of data-driven marketing services for financial institutions'. At the bottom of the graphic, the PetskyPrunier logo and 'INVESTMENT BANKERS' are displayed.

Based in New York City, FMCG Direct is a provider of industry leading targeted marketing campaigns that leverage proprietary multi-sourced data sets and insights to generate compelling business cases and exceptional return on investment for financial institutions. The FMCG Direct suite of services will become part of the Deluxe Marketing Services portfolio operating as a business of Deluxe Financial Services, a leader in check program management, marketing analytics for customer acquisition, customer loyalty programs, and treasury management services to financial institutions. Combining the strengths of Deluxe’s deep background in the financial services space with FMCG Direct’s data and

analytics, the acquisition will give current and future clients differentiated capabilities to grow revenues profitably, acquire new accounts, and deepen customer relationships.

Deluxe is a growth engine for financial institutions and small businesses. Deluxe offers industry-leading programs in checks, customer acquisition, fraud prevention, and profitability for its approximately 5,100 financial institution customers. Deluxe is also a leading provider of checks and accessories sold directly to consumers. In addition, 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.

Petsky Prunier, with a team led by Sanjay Chadda, John Prunier, and Colleen Filipo, served as exclusive financial advisor to Deluxe Corporation.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships with investment bank The Mountain Capital Group in China, as well as Allegro Advisors and o3 Capital in India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

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