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## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **SAN DIEGO SMALL BUSINESS WINS YEAR OF MARKETING PRODUCTS, SUPPORT FROM DELUXE**

*Goal is to help Comfort Coach Transportation Inc., a Wheelchair and Ambulatory transport service,  
discover marketing that gets results*

**St. Paul, Minn. — August 11, 2010 —** [Deluxe Corporation](#) (NYSE:DLX) has selected Diane Presser, owner of Comfort Coach Transportation Inc. in Oceanside, Calif., as one of nine high-potential entrepreneurs to participate in [Project REV™](#), a year-long marketing lab designed to help small business owners find the marketing tools and resources they need to drive business success. Project REV was inspired by a quantitative research study that shows almost 80 percent of small business owners are frustrated with marketing because too often they don't see results.

Deluxe partnered with the national leadership of [SCORE](#) to select small businesses representing a range of industries, locations, business maturity and size to participate in Project REV. Presser was one of more than 400 applicants nationally.

Over the next 12 months, she will be paired with a marketing advisor from Deluxe and a business counselor from SCORE. With their help, Presser will create and implement a customized marketing plan and receive up to \$5,000 in marketing products and services from Deluxe to help execute her plan.

“As a small business owner, I am always looking for ways to improve my marketing and reach customers,” Presser said. “Project REV will allow me to take advantage of Deluxe’s small business solutions and collaborate with entrepreneurs who face the same challenges I do.”

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The resources from Deluxe provided to Project REV participants will be determined based on the individual needs of the business, and could include:

- Web site design and hosting
- Search engine optimization
- E-mail marketing
- Promotional products
- Logo design
- Print marketing support
- Market research insight
- Marketing plan development

“Through Project REV, our goal is to take the ‘miss’ out of hit or miss marketing for the small business owner,” said Laura Radewald, Vice President of Enterprise Brand for Deluxe. “We know small business owners want to be able to do their own marketing and be confident it will work. Project REV is a chance for us to experience first-hand the struggles small business owners face with marketing and to share what we learn to help other small businesses succeed.”

Project REV participants will document their year-long marketing journey with brief videos and blog posts at [www.projectrev.com](http://www.projectrev.com) and will network with other small business owners throughout the year on [www.partnerup.com](http://www.partnerup.com), the Deluxe-owned social network for small business owners.

“We hope small businesses everywhere will follow Diane’s journey, learn from her experiences and ultimately fuel their own business growth,” Radewald said. “The knowledge-sharing opportunities inherent in Project REV are exponential. Ultimately, insights from this project will enable Deluxe to develop more relevant and useful marketing solutions for our 4 million small business customers.”

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### **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, and other services directly to consumers. For more information about Deluxe, visit [www.deluxe.com](http://www.deluxe.com).



### **About SCORE**

Since 1964, SCORE “Counselors to America’s Small Business” has helped more than 8.5 million aspiring entrepreneurs and small business owners through counseling and business workshops. More than 12,400 volunteer business counselors in 364 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, call 1-800-634-0245 for the SCORE chapter nearest you. Visit SCORE on the web at [www.score.org](http://www.score.org) and [www.score.org/women](http://www.score.org/women).

### **About Comfort Coach Transport Inc.**

Comfort Coach is a family-owned and operated business in San Diego County that transports people who need one-on-one assistance, including those in wheelchairs. Comfort Coach’s mission is to be an extension of the family when they are unable to transport their loved ones. All Comfort Coach drivers undergo thorough background and driving record checks and are tested for drug and alcohol abuse. Wheelchairs are complimentary and all vehicles are ADA compliant and offer comforts including Global Positioning systems, cell phones and music.