

**LEE J. SCHRAM****Chief Executive Officer Deluxe Corp.**

Lee Schram was named CEO of Deluxe in April 2006. Lee began his professional career with NCR Corporation in 1983 where he held a variety of positions with increasing responsibility that included both domestic and international assignments. He served as chief financial officer for the Retail and Financial group and then became vice president and general manager of Payment and Imaging Solutions in NCR's Retail and Financial group. In March 2003, Lee was named to the position of senior vice president of NCR Corporation's Retail Solutions division, with responsibilities for NCR's global retail store automation and point-of-sale solutions business, including development, engineering, marketing, sales and support functions.

Lee holds a bachelor's in accounting and finance from Miami (Ohio) University and a master's in business administration from the University of Dayton.

**TERRY D. PETERSON****Chief Financial Officer and Senior Vice President, Deluxe Corp.**

Terry joined Deluxe in September 2004 as director, internal audit. In March 2005, he became vice president, controller and chief accounting officer and a member of Deluxe's executive leadership team. Terry was named chief financial officer in November 2009. Before joining Deluxe, Terry spent eight years working in various controller and CFO assignments, most recently at Ecolab, the world leader in premium commercial cleaning and sanitizing. His prior work experience includes senior leadership positions in accounting, finance, internal audit, treasury, tax and other corporate administrative functions. He began his career by spending 10 years in the audit practice at PricewaterhouseCoopers.

Terry earned his bachelor's in accounting from the University of Northern Iowa in 1986 and an associate's degree from Waldorf College in 1984. He is also a certified public accountant (CPA).

**MALCOLM J. McROBERTS****Chief Information Officer and Senior Vice President, Deluxe Corp.**

In May 2008, Malcolm joined Deluxe as senior vice president and chief information officer. Before joining Deluxe, he spent 18 years with NCR Corporation where he held a number of positions with increasing responsibility in locations throughout Europe and the United States. During his time at NCR, Malcolm held leadership roles within Professional Services, Information Technology and Operations, most recently serving as vice president of Operations for the Retail, Hospitality and Self Service division. He began his career in 1986 with Lucas Aerospace and then moved to United Kingdom affiliate of Merloni Elettrodomestici of Italy.

Malcolm studied in the United Kingdom and holds a bachelor's in manufacturing engineering from Strathclyde University and a master's in manufacturing systems engineering from Warwick University. Additionally, he earned a master's certificate in project management from George Washington University and has Project Management Institute certification (inactive status).

**ANTHONY C. SCARFONE**

**General Counsel and Secretary and Senior Vice President, Deluxe Corp.**



Tony Scarfone joined Deluxe in September, 2000, as senior vice president, general counsel and secretary. Before joining Deluxe, Tony was vice president, general counsel and secretary of Dahlberg, Inc., a leading worldwide manufacturer, marketer and distributor of state-of-the-art electronic hearing devices and related hearing healthcare products and services. Previously, he held senior legal positions with Bausch & Lomb Inc. and practiced with the law firm of Harris Beach & Wilcox, both in Rochester, New York.

Tony received his bachelor’s, summa cum laude, from the University of Rochester in New York and his law degree, magna cum laude, from Syracuse University.

**THOMAS L. MOREFIELD**

**President of Financial Services and Senior Vice President, Deluxe Corp.**



Tom Morefield started with Deluxe Corporation in 1984 as a sales trainee in Kansas City, Kan. and later served in numerous roles – including pricing, sales, direct mail and customer experience and support – in Minnesota and Massachusetts. In November 2006, Tom was appointed vice president of Channel Management. He managed all customer touch points in the Small Business and Financial Services segments. Tom oversaw field, inbound and outbound sales, customer care, direct marketing, e-commerce and distributor relationships. Tom was promoted to his current position of president of Deluxe Financial Services in October 2008 and joined the executive leadership team.

Tom has a master’s in business and public administration and a bachelor’s in business administration and economics/history.

**JULIE M. LOOSBROCK**

**Senior Vice President of Human Resources, Deluxe Corp.**



Julie Loosbrock joined Deluxe as a human resources manager in August 2000 and served in that role for several Deluxe business groups, including Financial Services, Manufacturing, Marketing, Sales and Quality segments. In September 2002, Julie was named director of Financial Services and later vice president of both the Shared Services and the Strategic Business Partners groups. She was promoted to her current role of senior vice president of Human Resources in October 2008.

Prior to Deluxe, Julie spent more than 20 years in human resources for other industries and companies, including Pillsbury, IMPACT Consulting and Ryerson Steel.

Julie holds a bachelor’s in psychology from Northwestern College and a master’s in business administration from University of St. Thomas. Additionally, she is enrolled in University of St. Thomas’ doctorate program for organizational development.

## LYNN R. KOLDENHOVEN

### Vice President of Sales and Marketing for Direct to Consumer, Deluxe Corp.



Lynn Koldenhoven joined the Deluxe subsidiary, Direct Checks (formerly Current, Inc.), in 1991. In October 2006, she became vice president of sales and marketing for the Direct to Consumer segment and a member of the executive leadership team.

During her career with Deluxe, Lynn has held a variety of positions of increasing responsibility in the areas of marketing, finance and fulfillment. Prior to joining Direct Checks, she worked for Ernst and Young where she spent three years in the audit practice.

Lynn has undergraduate degrees in business administration and accounting from Dordt College. She is also a CPA (inactive status).

## PETE J. GODICH

### Vice President of Fulfillment, Deluxe Corp.



Pete began his career with Deluxe in 1986 and has held a number of management positions at several Deluxe facilities, including vice president of Customer Care and vice president of Supply Chain at Deluxe headquarters in St. Paul, Minn.

In May 2008, Pete joined the executive leadership team, moving into his current role as vice president of Fulfillment from his former position as vice president of Sales and Marketing Operations. He currently is responsible for all aspects of manufacturing, supply management and engineering operations for a wide variety of consumer, financial institution and small business products.

Pete holds a bachelor's in math and computer science from St. John's University in Collegeville, Minn.

## LAURA L. RADEWALD

### Vice President of Enterprise Brand, Customer Experience & Media Relations, Deluxe Corp.



Laura Radewald joined Deluxe in October 2007 as vice president of Enterprise Brand. In October 2008, Laura became a member of the executive leadership team, moving into her current role as vice president of Enterprise Brand, Customer Experience and Media Relations. She is responsible for building the enterprise brand and managing Deluxe's external communications.

Laura has more than 20 years of experience in marketing, branding and advertising. Prior to joining Deluxe, she held marketing consultant or vice president of marketing roles for companies in the software, technology, financial services, entertainment and food industries. Laura also owned a Minneapolis-based ad agency serving several Fortune 500 clients. She began her career in brand management at General Mills and direct marketing at American Express Financial Advisors.

Laura has a master's in business administration from The University of Texas and a bachelor's in packaging from Michigan State University.

## JOANNE MCGOWAN

### Segment Leader of Small Business Services, Deluxe Corp.



Joanne McGowan was named segment leader of Small Business Services in March 2009 after serving as interim segment leader of Small Business Services since October 2008. She is a member of the executive leadership team.

Joanne started working with Deluxe in May 2007 leading the product and service development teams for both small business and financial services.

For more than 20 years, Joanne has worked with clients to tackle complex performance challenges and help them in all phases of the market life cycle in both North American and European markets. Previously, she established and owned a management consulting practice, was a principal at international consulting firm Frank Lynn & Associates and held the position of vice president of marketing and sales for Viaticus, a CNA-owned financial services firm. Former clients include Verisign, IBM, Blue Cross Blue Shield, AT&T, Allen Bradley, Daimler Benz and Siemens. Joanne is currently an owner and partner of Aveus, a global strategy and operational change firm.

Joanne holds a bachelor's from Northwestern University and a master's in business administration from the University of Chicago.