

PROFILES INTERNATIONAL PRESENTS

*The Client  
of the Year*



**DELUXE**

the world's largest  
check printing company

Profiles  International<sup>™</sup>  
imagine great people

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Julie Loosbrock (holding plaque) accepts the Client of the Year Award from Jim Sirbasku (left), CEO of Profiles International and Bud Haney (right), Profiles' President. Also in the photo are Keith Preiser, Dallas Operations Manager and Sue Foster, Human Resources Manager, representing Deluxe, Corp. and Irene Harrington, Profiles' Strategic Business Partner.

The 2002 Profiles International Client of the Year Award was accepted by Julie Loosbrock, Deluxe Corporation's Executive Director of Human Resources, at Profiles International's annual conference in Ft. Worth.

"I think it's really important that successful companies hire the right people who fit the position," commented Julie Loosbrock. "When they fit into the culture, they become engaged, they become motivated, and they delight the customer."

Deluxe strives to sustain a high level of productivity and Profiles's products have helped the company reach their goals. Profiles' assessments are tools that have helped Deluxe develop a "repeated, sustainable process to hire and retain the best people," Julie said. "We need to perpetuate that culture; we need to maximize what I call the people factor." She then explained how Deluxe uses Profiles assessments, adding, "It's through our people that we achieve our objectives."

"We selected Deluxe Corporation as our client of the year because they have fully embraced many of our assessments and have effectively built them into their hiring, management, and training systems," says Profiles' CEO Jim Sirbasku. "Deluxe has made excellent use of our Internet information system that delivers immediate assessment results. We are extremely proud to have Deluxe Corporation as our Profiles client of the year."

Deluxe Corporation, founded in 1915, is the industry leader, printing more than half of the forty-two billion personal and small business checks written each year. The company has 6,400 employees and about \$1.3 billion in revenues. Its headquarters is in Shoreview, Minnesota.