

## Press Release



**Contact:**

Donna Hinkelman  
Harland Clarke  
Tel: 210.694-1034  
[donna.hinkelman@harlandclarke.com](mailto:donna.hinkelman@harlandclarke.com)

### **HARLAND CLARKE™ LAUNCHES BRAND**

*Identity Reflects Enhanced Products and Services;  
Clients Will Benefit From Expanded Solutions Options*

**SAN ANTONIO, TEXAS** - November 13, 2007 - Today, Harland Clarke™ officially introduced its new visual identity at the Bank Administration Institute (BAI) Retail Delivery Conference. Attended largely by retail banking executives and industry influencers, the BAI provides an ideal forum to present the extensive capabilities of Clarke American and the former John H. Harland Company. Harland Clarke was created in May of this year when indirect parent company of Clarke American, M & F Worldwide Corp., acquired the John H. Harland Company. Harland Clarke provides integrated payment solutions, marketing services and technology solutions to financial institutions, small businesses and consumers.

Harland Clarke's brand is reflected in a new logo representing the combined strengths of its two legacy companies, vivid and fresh corporate colors, and accompanying graphic standards that will be used in the development of customer and member-facing communications. A redesigned and higher functionality website, [www.harlandclarke.com](http://www.harlandclarke.com), also reflects the new company's brand and offers an enhanced Media Center.

"Harland Clarke represents the 'best of the best' of all the companies that have come together," said **Chuck Dawson**, President and Chief Executive Officer of both Harland Clarke Holdings Corp. and Harland Clarke. "Our broader suite of products and services allows us to work extensively with each client in developing a customized plan to help them effectively engage, retain and grow their customer and member base."

(more)

Harland Clarke's expertise is in customer and member touch points, estimated at more than 200 million each year through channels including the Internet, phone and direct mail. The goal is to offer the right product or service at the right time to the right customer and member.

"Harland Clarke's focus is working with our clients to improve the experience of their customers and members through our unique industry knowledge and world-class solutions. The BAI is the perfect venue to introduce our brand to the retail banking industry - and to share some of the exciting solutions we have in store for our clients and their customers and members," noted **LaRhessa Pollock**, Senior Vice President, Corporate Communications and Performance Excellence for Harland Clarke. "It is an added privilege to be in attendance with our sister company, Harland Financial Solutions."

Harland Clarke's brand was developed by an internal team working in concert with a nationally recognized branding firm. It was first introduced to employees at an unveiling at the corporate headquarters in San Antonio, Texas.

### **About Harland Clarke**

Harland Clarke is a leading provider of integrated payment solutions, marketing services and technology solutions. It serves approximately 15,000 financial institutions, as well as major investment firms, business-to-business clients, small businesses, and individual consumers. With its corporate headquarters in San Antonio, Texas and a regional headquarters in Decatur, Georgia, Harland Clarke employs 5,800 people and has 17 manufacturing facilities nationwide with one located in Puerto Rico and 11 contact centers located in the United States. M & F Worldwide Corp. is the indirect parent company to Harland Clarke Holdings Corp. that oversees Harland Clarke, Harland Financial Solutions and Scantron. Web site: [www.harlandclarke.com](http://www.harlandclarke.com).

### **About Harland Financial Solutions**

Harland Financial Solutions, a sister company of Harland Clarke, offers a complete range of core systems for financial institutions. Each solution takes advantage of being seamlessly integrated with other products. Whether a client wants their system in-house or in a service bureau, dedicated hosting, or managed services, Harland Financial Solutions can accommodate the client's individual needs. Web site: <http://www.harlandfinancialsolutions.com/>.

### **About M & F Worldwide Corp.**

M & F Worldwide Corp. is the indirect parent to Harland Clarke. M & F Worldwide Corp. is a holding company that has four business lines which are operated by Mafco Worldwide Corporation and Harland Clarke Holdings Corp. Mafco Worldwide's business produces licorice products for sale to the tobacco, food, pharmaceutical and confectionery industries. Web site: [www.mandfworldwide.com](http://www.mandfworldwide.com).

###