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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): September 28, 2004

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**DELUXE CORPORATION**

(Exact name of registrant as specified in its charter)

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**Minnesota**  
(State or Other Jurisdiction  
of Incorporation)

**1-7945**  
(Commission File Number)

**41-0216800**  
(I.R.S. Employer  
Identification No.)

**3680 Victoria St. North, Shoreview, Minnesota**  
(Address of Principal Executive Offices)

**55126-2966**  
(Zip Code)

**Registrant's telephone number, including area code: (651) 483-7111**

**N/A**  
(Former Name or Former Address, if Changed Since Last Report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Section 8 – Other Events**Item 8.01 Other Events.

On September 28, 2004, Deluxe Corporation, a Minnesota corporation (the “Company”) issued a press release announcing the pricing of its two series of senior unsecured notes maturing in 2007 and 2014, respectively. Deluxe will offer an aggregate of \$325 million 2007 notes maturing on October 1, 2007, with a coupon rate of 3.50% annually and \$275 million 2014 notes maturing on October 1, 2014, with a coupon rate of 5.125% annually. The senior notes have not been and will not be registered under the Securities Act or applicable state securities laws, and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the Securities Act and applicable state laws. This report shall not constitute an offer to sell or a solicitation of an offer to buy the senior unsecured notes. The press release, attached as Exhibit 99.1, is filed and incorporated in this report.

**Section 9 – Financial Statements and Exhibits**Item 9.01 Financial Statements and Exhibits.

## (c) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>	<u>Method of Filing</u>
99.1	Press Release dated September 28, 2004	Filed herewith

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: September 28, 2004

DELUXE CORPORATION

/s/ Anthony C. Scarfone

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Anthony C. Scarfone  
Senior Vice President,  
General Counsel and Secretary

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INDEX TO EXHIBITS

<u>Exhibit Number</u>	<u>Description</u>	<u>Page Number</u>
99.1	Press Release dated September 28, 2004	

[Deluxe Logo]

**Deluxe Corporation**  
P.O. Box 64235  
St. Paul, MN 55164-0235  
(651) 483-7111

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**NEWS RELEASE**

September 28, 2004

**For additional information:**  
**Stuart Alexander**  
Vice President  
Investor Relations  
(651) 483-7358

**Deluxe Announces Pricing of Senior Notes**

**Douglas J. Treff**  
Senior Vice President  
Chief Financial Officer  
(651) 787-1587

St. Paul, Minn.—Deluxe Corporation (NYSE: DLX) announced today that it has priced an offering of \$325 million of Senior Unsecured Notes that will mature in 2007 and \$275 million that will mature in 2014, at a coupon of 3.50 percent and 5.125 percent, respectively.

Deluxe intends to use the net proceeds from the offerings to replace short-term debt associated with Deluxe's recent acquisition of New England Business Service, Inc.

The Senior Unsecured Notes are being sold to qualified institutional buyers in reliance on Rule 144A and outside the United States in compliance with Regulation S under the Securities Act of 1933. These notes have not been registered under the Securities Act of 1933, as amended, and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable state securities laws.

This communication is not an offer of the notes. This communication shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the notes in any state or jurisdiction in the United States in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction.

**Forward-looking Statements**

**Statements made in this release concerning the Company's or management's intentions, expectations, or predictions about future results or events are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current expectations or beliefs, and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Our forward-looking statements speak only as of the time made, and except as required by federal securities laws, we assume no obligation to publicly update any such statements. Information concerning factors that could cause actual results and events to differ materially from the Company's current expectations are contained in the Company's Form 10-Q for the quarter ended June 30, 2004.**

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