

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Loosbrock Julie M</u>  (Last) (First) (Middle) 3680 VICTORIA STREET N.  (Street) SHOREVIEW MN 55126  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>DELUXE CORP [ DLX ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Sr. V.P., Human Resources
	3. Date of Earliest Transaction (Month/Day/Year) 02/16/2011	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock								5,469 <sup>(1)</sup>	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Common Stock Option	\$38.54							03/10/2004 <sup>(2)</sup>	03/10/2010	Common Stock	2,000	2,000	D		
Common Stock Option	\$42.35							05/04/2005 <sup>(2)</sup>	05/04/2011	Common Stock	1,200	1,200	D		
Common Stock Option	\$39.63							04/27/2006 <sup>(2)</sup>	04/27/2012	Common Stock	1,266	1,266	D		
Common Stock Option	\$26.58							02/14/2007 <sup>(2)</sup>	02/14/2013	Common Stock	4,666	4,666	D		
Common Stock Option	\$32.65							02/13/2008 <sup>(2)</sup>	02/13/2014	Common Stock	7,700	7,700	D		
Common Stock Option	\$22.52							02/20/2009 <sup>(2)</sup>	02/20/2015	Common Stock	4,600	4,600	D		
Common Stock Option	\$17.35							09/03/2009 <sup>(2)</sup>	09/03/2015	Common Stock	5,400	5,400	D		
Common Stock Option	\$9.73							02/18/2010 <sup>(2)</sup>	02/18/2016	Common Stock	16,625	16,625	D		
Common Stock Option	\$18.28							02/17/2011 <sup>(2)</sup>	02/17/2017	Common Stock	15,500	15,500	D		
Common Stock Option	\$25.59	02/16/2011		A		12,600		02/16/2011 <sup>(2)</sup>	02/16/2018	Common Stock	12,600	\$0	12,600	D	

**Explanation of Responses:**

- Total ownership includes 2,300 shares of restricted stock, as well as 226 shares purchased under the Employee Stock Purchase Plan on 1/31/11.
- Options vest in three equal installments on the three succeeding anniversary dates of the date of grant, provided the holder remains an employee of the Company. Date entered reflects date on which first installment vests(ed).

**Remarks:**

Anthony C. Scarfone as Power of Attorney for Julie M. Loosbrock 02/18/2011

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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