DELUXE CORP Form 4 January 26, 2017

FORM 4

OMB APPROVAL

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

OMB 3235-0287 Number:

Check this box if no longer subject to Section 16. Form 4 or

January 31, Expires: 2005

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Estimated average burden hours per response... 0.5

Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * Mathews Michael S			2. Issuer Name and Ticker or Trading Symbol DELUXE CORP [DLX]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last)	(First)	(Middle) 3. Date of Earliest Transaction		(Check all applicable)		
			(Month/Day/Year)	Director 10% Owner		
3680 VICTORIA STREET N (Street)			01/24/2017	_X_ Officer (give title Other (specify below) Vice President, CIO 6. Individual or Joint/Group Filing(Check		
			4. If Amendment, Date Original			
			Filed(Month/Day/Year)	Applicable Line)		
SHOREVIEW, MN 55126				_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		

(Ctata)

(7:-

(City)	(State) (Table Table	I - Non-D	erivative	Secur	ities Acqu	uired, Disposed of	f, or Beneficiall	y Owned
1.Title of Security	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if	3. Transactio	4. Securi n(A) or Di		•	5. Amount of Securities	6. Ownership Form: Direct	7. Nature of Indirect
(Instr. 3)		any	Code	(Instr. 3,	4 and	5)	Beneficially	(D) or	Beneficial
		(Month/Day/Year)	(Instr. 8)				Owned Following	Indirect (I) (Instr. 4)	Ownership (Instr. 4)
					(A) or		Reported Transaction(s)		
			Code V	Amount	(D)	Price	(Instr. 3 and 4)		
Common Stock	01/24/2017		A	1,441	A	<u>(1)</u>	9,091	D	
Common Stock	01/24/2017		F	562	D	\$ 73.63	8,529 (2)	D	

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

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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)	Code	5. Number on f Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisals Expiration Date (Month/Day/Year		7. Title and A Underlying S (Instr. 3 and	Securities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amoun or Number of Shares
Restricted Stock Units	\$ 0 (3)					(3)	01/25/2018	Common Stock	2,712
Restricted Stock Units	\$ 0 (4)	01/24/2017		A	1,587	<u>(4)</u>	01/24/2019	Common Stock	1,587
Common Stock Option	\$ 37.45					05/06/2014(5)	05/06/2020	Common Stock	8,968
Common Stock Option	\$ 50.32					02/27/2015(5)	02/27/2021	Common Stock	5,155
Common Stock Option	\$ 67.08					02/12/2016(5)	02/12/2022	Common Stock	4,277
Common Stock Option	\$ 54.3					02/17/2017(5)	02/17/2023	Common Stock	7,271

Reporting Owners

Reporting Owner Name / Address				
·F···	Director	10% Owner	Officer	Other
Mathews Michael S 3680 VICTORIA STREET N SHOREVIEW, MN 55126			Vice President, CIO	

Signatures

J. Michael Schroeder as Power of Attorney for Michael S.
Mathews

01/26/2017

**Signature of Reporting Person Date

Reporting Owners 2

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Explanation of Responses:

- * 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).
- (1) This award reflects the settlement of performance share units that were determined to vest based on the level of achievement of the specified performance targets.
- (2) Total ownership includes 3,544 shares of restricted stock.
- Restricted Stock Units were awarded on 1/25/16 under the Company's Long-Term Incentive Plan. The units will vest and be converted into common stock on the second anniversary of the date of grant if, subject to certain exceptions, the holder remains in the employ of the Company through such date. Award results from an advance election by executive to receive a portion of their 2015 annual incentive compensation in restricted stock units in lieu of cash.
- (4) Restricted Stock Units were awarded on 1/24/17 under the Company's Long-Term Incentive Plan. The units will vest and be converted into common stock on the second anniversary of the date of grant if, subject to certain exceptions, the holder remains in the employ of the Company through such date. Award results from an advance election by executive to receive a portion of their 2016 annual incentive compensation in restricted stock units in lieu of cash.
- 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.