

SPEND AND SAVE

INVEST IN DATACARD® EQUIPMENT AND MAXIMIZE YOUR 2011 SAVINGS

Datacard Group is committed to helping our customers make wise technology investments to improve efficiency and profitability. Until December 31, 2011, domestic and foreign companies can invest in capital equipment in the United States and leverage significant tax advantages. This is the result of the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010 (H.R. 4853) which was signed into law on December 17, 2010.

- **Bonus first-year depreciation.** For tax purposes, businesses may immediately write-off 100% of the cost of depreciable property acquired in calendar year 2011 instead of depreciating it over five years. The 100% write-off lowers the 2011 tax liability and creates a cash flow benefit. For example, the tax benefit on equipment that costs \$100,000 would be \$35,000, so the after-tax, out-of-pocket cash is reduced to \$65,000.
- **Qualifying property.** Qualified investments include most business equipment and off-the-shelf software. (Custom-designed or significantly modified software does not qualify.) The equipment must be new and placed into service in the United States prior to January 1, 2012.

Learn More Today

Enhancing your operations with new Datacard equipment can make a great deal of financial sense. To learn more about your options, please contact your local Datacard Group representative.

Strengthen your program

Datacard Group understands that organizations across every market were affected by the economic downturn. We want to work with you to help make the most of your 2011 budget. Keep in mind that this unique tax leverage will expire at the end of this year. Take advantage of this opportunity now to grow your capacity and strengthen your programs with high-quality systems for:

- High-volume card issuance
- On-demand card issuance
- Packaging, fulfillment and delivery

Datacard Group

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