



ASIS 2008, Booth 1526

DIEBOLD
SECURITY

pressrelease

Contacts:

Media Relations

DeAnn Zackeroff

+1 330-490-5220

deann.zackeroff@diebold.com

Investor Relations

Christopher Bast

+1 330-490-6908

christopher.bast@diebold.com

FOR IMMEDIATE RELEASE:

September 15, 2008

CATALINA MARKETING CONTRACTS DIEBOLD TO PROVIDE SERVICES FOR MORE THAN 25,000 RETAIL OUTLETS

Diebold provides services and support for Catalina's checkout printers

NORTH CANTON, Ohio – Diebold, Incorporated (NYSE: DBD), the global leader in integrated security solutions and services, is providing on-site service and support for Catalina Marketing's network of point-of-sale printers in more than 25,000 groceries, drug stores, mass merchandisers and pharmacies throughout the United States. Diebold's services solution provides Catalina with a strategic advantage in enhancing the level of customer service they provide while expanding their geographic coverage.

Catalina Marketing is the global leader in behavioral marketing. Its Network™ solution accesses actual shopper purchase behavior to understand preferences and more effectively communicate in-store via incentives, advertisements, loyalty programs and messaging. Uniquely targeted communications are immediately provided to consumers via printers located at each checkout lane. Catalina Health Resource, the health and wellness division of Catalina Marketing, prints and delivers communications at the pharmacy based on a consumer's prescription purchase.

"We're thrilled at the opportunity to provide support for Catalina's operation," said Dennis M. Moriarty, senior vice president, Diebold Security. "This relationship helps broaden Diebold's services portfolio of operating in the retail space – from physical and logical security, as well as providing IT service and support – and it demonstrates the advantages our services bring to these operations."

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Diebold's end-to-end solution for Catalina provides support for its network, which consists of more than 250,000 printers. By using a single source for break-fix and preventative maintenance of its assets and servers, Catalina is able to decrease downtime of its equipment, lower technology costs and provide even better, more efficient service to its network of retail partners and manufacturer clients.

"This relationship with Catalina Marketing is a direct reflection of the value and economies of scale we bring to the table, which are unmatched in the industry," Moriarty added.

About Catalina Marketing Corporation

Based in St. Petersburg, Fla., Catalina Marketing Corporation (www.catalinamarketing.com) was founded 25 years ago based on the premise that targeting communications based on actual purchase behavior would generate more effective consumer response. Today, Catalina Marketing combines unparalleled insight into consumer behavior with dynamic consumer access. This combination of insight and access provides marketers with the ability to execute behavior-based marketing programs, ensuring that the right consumer receives the right message at exactly the right time. Catalina Marketing offers an array of behavior-based promotional messaging, advertisements, loyalty programs and direct-to-patient information. Personally identifiable data that may be collected from the company's targeted marketing programs, as well as its research programs, are never sold or provided to any outside party without the express permission of the consumer.

About Diebold Security

Diebold Security is a leading security integrator with representation in every region of the world. Focusing on the sale, installation and service of security components, Diebold Security provides comprehensive protection and detection solutions to the commercial, financial, government and retail markets. For more information, visit www.dieboldsecurity.com.

About Diebold

Diebold, Incorporated is a global leader in providing integrated self-service delivery and security systems and services. Diebold employs more than 17,000 associates with representation in nearly 90 countries worldwide and is headquartered in Canton, Ohio, USA. Diebold is publicly traded on the New York Stock Exchange under the symbol "DBD." For more information, visit the company's Web site at www.diebold.com.

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