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Fiserv Delivers Innovative New Tool to Enable Financial Advisors to Build Client Relationships by Sharing Relevant Content

- ┆ Fiserv continues to integrate best-of-breed technology and applications into its Wealth Management Network to bring greater value and capabilities to the advisor
- ┆ Grapevine6 enables professionals to build social relationships and grow their networks by finding recent, relevant articles to share in order to build rapport
- ┆ Tool enables financial advisors to interact with their clients in a way that reflects how people live and work today

BROOKFIELD, Wis., July 21, 2016 – [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced the availability of a new tool, Grapevine6, to enable the delivery of relevant articles and digital content through the Wealth Management Network from Fiserv. This will allow financial advisors to grow their networks and build rapport with their clients by becoming a source of information that can better help them meet their financial goals.

"Engaging with clients in a meaningful way is a high-effort endeavor for most advisors," said Cheryl Nash, president, Investment Services, Fiserv. "By offering Grapevine6 to our clients, we're allowing advisors to stay in step with their clients' lives by enabling them to engage more easily, more often. Advisors can identify and share the content that their clients really care about, and become an invaluable resource."

Grapevine6 is an intelligent content platform that serves three different advisor needs: finding new clients, building personal brands, and building rapport with clients and prospects.

In addition to allowing advisors to better interact with their clients by sharing intelligent, targeted content via social media networks, advisors can monitor what topics are most engaging to their audiences and will be notified when clients have read the articles sent.

"The personal touch is what sets advisors apart and helps them to build long-term relationships. Grapevine6 streams personally relevant content that can be published to social in one touch, creating a tremendous opportunity for wealth managers to elevate their brand in only minutes a week. Grapevine6 also helps advisors build their businesses with a stream of relevant high net worth events in their markets and a playbook to engage prospects using social media," said Mike Orr, co-founder and Chief Operating Officer, Grapevine6.

Grapevine6 is available to Fiserv clients via a reseller agreement with [The Rudin Group](#), a consultant in the fintech space that specializes in introducing new technologies into the mainstream of the wealth management industry.

Fiserv is a market leader providing innovative investment services solutions with close to five million managed accounts supported on its Unified Wealth Platform representing over \$1.4 trillion in assets under management and over 70 managed account sponsors and 300 asset managers on its Wealth Management Network. Wealth Management Network is the premier digital destination for the wealth management industry that facilitates real-time connectivity between all major market participants: asset managers, broker-dealers, banks, aggregators and market utilities, as well as advisors, investors and third-party partners.

In a world that is moving faster than ever before, Fiserv helps clients deliver solutions that are in step with the way people live and work today – financial services at the speed of life. Learn more at [TheSpeedofLife.com](#).

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a global leader in financial services technology. Fiserv is a FORTUNE 500 company and this year was honored to be named a FORTUNE magazine's World's Most Admired Company for the third consecutive year. In 2015 the company was recognized among Forbes magazine's America's Best Employers. For more information, visit [Fiserv.com](#).

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