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## **Fiserv Launches Expanded Card Carrier Options**

- | New card mailer options help companies retain and grow customer relationships when delivering new cards and marketing their debit, credit and prepaid card programs
- | Larger card carrier formats, colors, targeted images, graphics and variable content now available from Fiserv
- | New tools ideal for robust messaging, including coupons, checks and promotional information

**Brookfield, Wis., February 8, 2012** - Fiserv, Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced new, expanded card carrier options to help companies retain and grow customer relationships when marketing debit, credit and prepaid programs. Now when cards are shipped to the cardholder, the card carrier can be a communication tool with options such as larger formats, more color choices, targeted images, graphics and variable content to reach customers with truly customized messages such as offers for cross-sell and upsell, regulatory information and educational content.

"It is critical to connect with each customer in a meaningful and measurable way," said Jorge Diaz, president, Output Solutions, Fiserv. "That is why we have developed these new communication tools, such as a larger card-carrier format, to provide more real estate and allow for robust messaging, including coupons, checks and promotional information. These tools help turn every point of customer contact into a personalized, actionable experience."

With these new options, the card carrier can be turned into a valuable communications piece that delivers engaging offers to drive response rates and incremental revenue. The card carrier can also provide helpful information to reduce call center volume. In addition, large carriers can accommodate disclosures or expanded terms and conditions that are increasingly required for industry and government regulations. Overall, these enhancements can help companies make the most of their card carriers - a cost-effective communication tool they already use.

To further customize the experience, Fiserv clients can include personalized URLs or Quick Response (QR) codes in their messaging to direct customers to specific web landing pages or online offers. These communication techniques can help strengthen customer engagement, which can lead to increased retention.

"Fiserv has a strong reputation for comprehensive communications delivered in print and electronically-from cards and carriers, to statements, notices and tax forms," said Diaz. "More than ever, we are a true single-source provider of world-class communications tools to our clients who are issuing debit, credit and prepaid cards."

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com)

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