



Fiserv Says Sterling Financial Corp. Chooses Enterprise Relationship Management Platform to Support Relationship Management Strategy and Organic Growth Initiatives

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Sterling Financial is implementing the browser-based Enterprise Relationship Management Software Suite (ERM Suite) and the InformEnt 360-degree customer view engine. By implementing these solutions, Sterling will maximize relationship building, elevate teamwork and craft a uniquely "Sterling experience" with each customer of its 17 affiliate companies that include community banking; specialty commercial financing; fleet and equipment leasing; investment, trust and brokerage services; insurance services; and human resources consulting services.

As Sterling Financial embarked on its search for an enterprise relationship platform, the organization followed a set of five parameters designed to guide the selection process and support key strategic goals to enhance the Sterling brand, position the organization for organic growth and increase the contribution of business lines and their distribution units.

"With the number of relationships that Fiserv has with Sterling, Fiserv was in a unique position to help us support our relationship management strategy," said Kathleen Phillips, chief information officer of Sterling Financial. "Sterling chose the Fiserv CCS solution because Fiserv has the technology to support information consolidation from various sources into a single view of the customer; effective sales, service and referral management capabilities; proven integration experience with account opening and teller platforms; and scalable applications that will manage business processes for a growing organization."

"Of great importance to Sterling Financial was the ability to share information, referrals and relationships between the corporate affiliates to achieve higher cross-sell penetration and maximize relationships among these affiliates," said Regis Rapp, president of Fiserv CCS. "We bring the technology expertise so that Sterling Financial can focus on their strategies to enhance their brand and organically grow their organization. The integration among various Fiserv systems will go a long way toward helping Sterling Financial reach their goals."

With assets of more than \$2.8 billion and investment assets under administration of approximately \$2.1 billion, Sterling Financial Corporation (Nasdaq:SLFI) is a diversified financial services company based in Lancaster, Pa. Sterling Banking Services Group affiliates offer a full range of banking services in south-central Pennsylvania, northern Maryland and northern Delaware. The group also offers correspondent banking services in the mid-Atlantic region to other companies within the financial services industry. Sterling Financial Services Group affiliates provide specialty commercial financing; fleet and equipment leasing; investment, trust and brokerage services; insurance services; and human resources consulting services. Visit www.sterlingfi.com for more information.

Fiserv CCS, a unit of Fiserv, Inc., provides software solutions that enable financial institutions and service providers to drive profit by effectively leveraging information technology. Fiserv CCS provides a complete suite of contact, relationship and information management, sales force automation, analytics, business process management and business intelligence tools for the financial industry. More information can be found at www.ccs.fiserv.com.

Fiserv, Inc. (Nasdaq:FISV) provides information management systems and services to the financial and health benefits industries, including transaction processing, outsourcing, business process outsourcing and software and systems solutions. The company serves more than 16,000 clients worldwide, including banks, credit unions, financial planners/investment advisers, insurance companies and agents, self-insured employers, lenders and savings institutions. Headquartered in Brookfield, Wis., Fiserv reported \$3.4 billion in processing and services revenues for 2004. Fiserv was ranked the largest provider of information technology services to the U.S. financial services industry in the 2004 FinTech 100 survey by the American Banker newspaper and the Financial Insights research firm. Fiserv can be found on the Internet at www.fiserv.com.