



CheckFree Investment Services Is Now Fiserv

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Brookfield, Wis., February 23, 2009 – CheckFree Investment Services is now Fiserv. CheckFree Investment Services, founded in 1981, and acquired in 2007 by Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions; today announced it is formally changing its name to Fiserv. The change of the name and the brand unifies all Fiserv business units with a new, enhanced market approach and new brand identity, affirming the company's commitment to its clients and to leading a transformation of financial services technology. The new icon is representative of a further acceleration in Fiserv's singular approach to the market and better anticipating changing client demands within a rapidly evolving environment. CheckFree Investment Services will now be referred to as Investment Services from Fiserv.

The Investment Services business with approximately 500 employees globally, provides unrivaled, integrated technology solutions and services for managing portfolios, transactions and investments. The best-in-class solutions provide connectivity, scalability and back-office support to the Managed Accounts and Investment Management industry. Investment Service's suite of solutions across their core competencies of portfolio management and trade management include; trading and trade order management, trade processing, corporate actions processing, client billing and revenue management, performance measurement, reporting, portfolio accounting, output processing and network solutions.

"CheckFree Investment Services has a long history of providing its clients with industry leading solutions that help them navigate highly complex operational challenges and improve their performance and profitability while lowering their risk and providing greater potential for growth" says Mike Gianoni, president, Investment Services, Fiserv. "We are very excited to bring our strong solution portfolio to Fiserv and to become a part of this new Fiserv identity. We look forward to the tremendous opportunity to offer our clients the innovative products and strengths of a Fortune 500 company – all focused on one thing, serving our clients."

Gianoni added that, "Within Investment Services the timing couldn't be better. In the past year we have made significant progress on our promise of new technologies and solutions that support the trends we are seeing across the industry; multi-currency, messaging, expanded trading solutions and client reporting. The opportunities in front of us now, being integrated within a large Fortune 500 company that is the leading service provider within the Financial Services Industry, is endless."

This new Fiserv brand identity marks a fundamental shift in the company's approach to the market that began in 2006, when President and Chief Executive Officer Jeffery Yabuki reorganized the company around the Fiserv 2.0 strategic framework. This "2.0" vision of moving Fiserv to the next level was accelerated by the acquisition of financial technology innovators CheckFree, NetEconomy, Corillian and BancIntelligence. Today Fiserv clients have access to proven technologies and best practices available across a broad spectrum of online, mobile, front and back office, payments and processing infrastructures upon which financial institutions and corporations depend.

"We are focusing all of our technology expertise under one brand and one name, Fiserv. The financial landscape has changed forever for our clients, and we are prepared with innovative products and technologies to lead the transformation forward. This new brand strategy will allow Fiserv to build on our 25-year history of unparalleled client focus, strength and stability, and make it easier and even more rewarding to do business with our company," said Yabuki.

Jeanne Capachin, research vice president of global banking for Financial Insights, has covered Fiserv as an analyst for two decades, most recently to compile the FinTech list of top technology providers in the financial industry. To her, the master brand strategy is a good move for Fiserv. "I've seen a lot of market consolidation since we started the FinTech 100. For 25 years Fiserv has been a very successful holding company, acquiring companies and allowing them to function independently. As the market leader, it is to the company's advantage to align all of their assets in a cohesive manner. This change will allow Fiserv to focus all its technology expertise, and energies on one brand and one structure."

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrates its 25th year in 2009. For more information, visit www.fiserv.com.

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