



## **Fiserv Announces New Designs for its Card Collection**

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**Brookfield, Wis., July 16, 2009** - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced several new design options for its Card Collection™. The Card Collection from Fiserv is an exclusive offering of 78 card designs that reflect a broad range of lifestyle themes, money motifs and regional images. Twelve designs are all new, representing the latest consumer trends and design preferences. Fiserv used market research to help identify the newest themes and design elements that would capture consumer interest.

Financial institutions seeking to increase card use are learning that by offering a choice of card designs, they can boost activation and usage. In fact, research by a top-100 financial institution confirmed that the Card Collection from Fiserv increased its card activation and card transactions. "This client reported that by giving consumers a choice in their card design, activation rates rose from 28 to 34 percent for monthly active users," said Jorge Diaz, division president, Output Solutions from Fiserv. "What's more, card transactions increased by more than 16 percent per month."

Financial institutions can offer the full Card Collection to their customers - allowing each customer to select their own card -- or select a single distinctive design for each of its card programs. With no minimum order volume, no creative costs, and pay-as-you-go ordering, Card Collection designs are ideal for new prepaid card programs. Customers can choose the design that best reflects their gift-giving occasion. The designs can also be used for, debit, credit, ATM, health savings (HSA), flexible spending (FSA), payroll, general purpose, and other prepaid card programs. Identity photos can be added to 12 of the designs. All designs are Visa® and MasterCard® approved. View the collection at [www.personix.com/cardcollection](http://www.personix.com/cardcollection).

As part of its processing core competency, Fiserv offers the industry's most complete and secure card-production services, including design, production, embossing, personalization and encoding capabilities.

### **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](http://www.fiserv.com).