



Fulton Financial Corporation Selects Fiserv

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- **Fiserv technology chosen to support the \$16 billion institution's future growth plans, reduce costs and improve customer experience**
 - **Comprehensive banking solution centered on enterprise customer relationship management**
 - **Streamlined processes and targeted campaigns focused on customer acquisition and servicing**

Brookfield, Wis., August 29, 2011 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that Fulton Financial Corporation, headquartered in Lancaster, Pa. with \$16 billion in assets, has selected a complete outsourced banking solution based on the Signature™ bank platform from Fiserv. Fulton chose Fiserv due to its advanced technology with flexible, scalable and integrated systems to help the company focus on its organic and acquisition growth targets, deepen its sales and service excellence culture and increase efficiency through streamlined processes. Also key to the organization's decision was the company's successful history of implementing integrated solutions and servicing large, complex financial institutions.

With a technology transition and transformation based upon the Signature bank platform, Fulton will utilize Fiserv solutions to facilitate and support the company's growth plans. Key to the company's strategy is to deepen its relationships with current customers and attract new customers through superior customer experience using relationship-based banking. With a large customer base and 273 branches across five states, the bank will utilize the strength of Fiserv data and analytics solutions to enhance its ability to service new and existing customers effectively.

"Historically, our organization has grown visibly through acquisition, but we are just as focused on organic growth. We put the customer first and focus on building a relationship with our retail and commercial customers, but we have been challenged by many manual processes that impeded a seamless experience for the customer," said Angie Sargent, executive vice president and Chief Information Officer, Fulton Financial Corporation. "By moving to the Signature platform, we will have better and more consistent information available to servicers. A full view of the customer relationship and their activity will improve service and provide swifter problem resolution, while the analytics engine will allow us to offer personally relevant services and to develop products that better serve customers."

Signature provides financial institutions with a complete end-to-end solution for account processing, fully integrated with other market-leading solutions from Fiserv. Fiserv will deliver specialized analytical tools through Aperio[®]™ and EnAct[®]™ from Fiserv to identify market and customer opportunities for Fulton. Integration across delivery channels will optimize sales resources and marketing campaigns enterprise-wide to enhance the customer experience and make every interaction count.

Additional Fiserv products chosen by Fulton Financial include Prologue[®]™ Financial Accounting Services, Construction Loan Manager, Bank Intelligence Solutions[®] and debit processing, among other services. Fulton Financial has previously implemented CheckFree[®] RXP[®] for bill payment, ZashPay[®] for person-to-person payments and Mobile Money[®]™ for mobile banking.

"Fiserv operates on a service-oriented architecture (SOA) model that delivers a winning combination of integrated products and services - from account processing and bill payment to customer relationship management and analytics and more - to help Fulton succeed in its plans for continued growth," said Dave Santi, division president, Bank Solutions, Fiserv. "Signature is designed to meet the needs of larger institutions, providing an integrated infrastructure that leverages assets of the bank and Fiserv. Fulton joins an impressive list of banks that value and choose Fiserv for our experience delivering scalable and flexible solutions to large financial institutions around the world."

"In our search for a technology provider, we wanted more than just a vendor," said Sargent. "Over the past 34 years, Fiserv has shown us that they are invested in our growth and performance as a partner, and we've grown from a \$348 million institution to a \$16 billion holding company in that time. We are able to discuss our goals, challenges and strategic plans with Fiserv and adopt its solutions to best meet our needs."

About Fulton Financial Corporation

Fulton Financial Corporation is a Lancaster, Pennsylvania-based financial holding company which has nearly 3,800 employees and operates more than 270 banking offices in Pennsylvania, Maryland, Delaware, New Jersey and Virginia through the following affiliates: Fulton Bank, N.A., Lancaster, PA; Swineford National Bank, Middleburg, PA; Lafayette Ambassador Bank, Easton, PA; FNB Bank, N.A., Danville, PA; The Bank, Mt. Laurel, NJ; Skylands Community Bank, Chester, NJ and The Columbia Bank, Columbia, MD.

The Corporation's investment management and trust services are offered at all banks through Fulton Financial Advisors, a division of Fulton Bank, N.A. Residential mortgage lending is offered by all banks through Fulton Mortgage Company.

Additional information on Fulton Financial Corporation is available on the Internet at www.fult.com.

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. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit www.fiserv.com.

For more information contact:

Media Relations:

Wade Coleman
Director, Global Communications
Fiserv, Inc.
+1 706-225-9233
wade.coleman@fiserv.com

Additional Contact:

Carol Cowan
VP Product Management and Marketing
Bank Solutions
Fiserv, Inc.
+1 407-514-1146
carol.cowan@fiserv.com