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## **The Bank of Santa Barbara Selects Premier(R) from Fiserv**

### **Innovative solutions enable bank to compete in competitive market**

BROOKFIELD, Wis., Jun 01, 2010 (BUSINESS WIRE) -- [Fiserv](#), Inc. (NASDAQ:FISV), the leading global provider of financial services technology solutions, today announced that The Bank of Santa Barbara, a full-service commercial bank focused on serving professionals, non-profit organizations and small- to medium-sized businesses, has selected the Premier<sup>(R)</sup> bank platform from Fiserv to provide an enterprise-wide technology solution. The bank's new partnership with Fiserv will deliver comprehensive integrated solutions, including account processing, electronic banking and bill pay.

In November 2009, the California bank was purchased by a local investor group with a strong commitment to community banking and local decision making to better serve the commercial market. The Bank of Santa Barbara, newly recapitalized and with \$93-million in total assets, is now in a position to support regional economic growth through commercial loans. "We expect to be a consistent source of loan funding for our community-based businesses," said Ralph Wiita, executive vice president and chief financial officer for the bank.

The Bank of Santa Barbara chose the Premier bank platform and outsourced account processing services from Fiserv, as well as the organization's mobile banking, Internet banking, risk management, EFT, electronic bill payment, and branch and merchant source capture solutions. "These leading edge products will help us compete in a very sophisticated and technologically oriented market," said Wiita. "There is a continuing demand from our clients for technology-driven products. Fiserv's broad product offerings enable us to go head-to-head with our competition."

The ability to complete a higher volume of electronic transactions, with internal controls to manage risks associated with electronic banking, was particularly appealing to The Bank of Santa Barbara. "Through technology, we are equipping ourselves to be more responsive to the 'high-touch' demands of our marketplace," said Wiita. "Our partnership with Fiserv means that we can deliver state-of-the-art banking practices to our market without investing in bricks and mortar."

The seamless integration of Fiserv products was an important factor in The Bank of Santa Barbara's decision to deploy Premier. "Having a complete package of products and services from a single technology provider means that from the back room to the teller line, everything works together," said Wiita.

"The fully integrated, flexible and innovative solutions offered by Fiserv will help The Bank of Santa Barbara to focus on growth," said Sam Langham, president of the Western Region Data Center for Fiserv. "Solid senior leadership and local ownership have positioned this organization to take full advantage of the opportunities that will be presented as the economy improves. Because of its commitment to excellent customer service and local decision making, The Bank of Santa Barbara is well positioned for continued success."

Scheduled to deploy Premier in mid-June, The Bank of Santa Barbara is looking forward to a long and mutually beneficial relationship with Fiserv, according to Wiita. "Fiserv was very responsive to our conversion timing needs and showed flexibility in meeting our internal demands," he said. "The organization's reputation, financial strength and record of providing leading edge product sets to banks of all sizes will serve us well. They are a true partner."

The multi-product implementation for The Bank of Santa Barbara represents solutions from all five of the Fiserv core competencies: Processing Services, Customer and Channel Management, Business Intelligence and Optimization, Risk and Compliance, and Payments.

### **About The Bank of Santa Barbara**

The Bank of Santa Barbara is a locally owned and managed bank offering a full array of banking products backed by a commitment to quality and personalized service. Business decisions are made by a team of local experienced bankers who are committed to supporting the people and organizations that make Santa Barbara a special place to live and work. For more information, visit [www.bankofsantabarbara.com](http://www.bankofsantabarbara.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](http://www.fiserv.com).

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