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## **Fiserv Enhances Market Approach and Launches New Brand Identity**

### **Largest Provider of Financial Services Processing Technology Marks 25<sup>th</sup> Anniversary With a Renewed Commitment to Lead the Transformation of Financial Services Technology**

BROOKFIELD, Wis., Feb 23, 2009 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ:FISV), the leading global provider of financial services technology solutions, today unveiled an enhanced market approach and new brand identity, affirming the company's commitment to its clients and to leading the transformation of financial services technology. These moves represent a further acceleration in Fiserv's singular approach to the market and to anticipating client demands within a rapidly changing environment. The full integration of CheckFree's electronic commerce operations within Fiserv has been a catalyst to drive increased innovation and focus the power of Fiserv's cumulative expertise on helping clients grow their business and increase profitability.

"Our enhanced market approach and vibrant new identity are reflective of the significant change occurring within the financial services industry. We have the expertise, resources and scale to lead this transformation," said Jeffery Yabuki, Fiserv President and Chief Executive Officer. "Fiserv provides processing technology solutions for more financial institutions than anyone in the world. That scale, combined with our market-leading products and services, uniquely positions us to lead the development of next-generation solutions that will transform the way financial services are delivered."

The company's organizational structure has been aligned to streamline Fiserv's market approach, accelerate product innovation and make it easier for clients to access the full breadth of Fiserv solutions. All of the company's businesses have been unified under the new brand and report through two primary operating divisions led by Steve Olsen, former CheckFree Chief Operating Officer and now Fiserv Group President, and Tom Warsop, Fiserv Group President. This structure will enable further integration of client relationship management and product development efforts.

"We have aligned our organization in order to provide unique solutions that are responsive to the shifting needs of a dynamic market," said Yabuki. "Our leadership is committed to delivering what clients need - when they need it."

"We are also preparing for a new digital frontier in banking and electronic commerce that will require unprecedented levels of data analytics and information exchange across the entire spectrum of banking solutions. Leveraging the power of the entire Fiserv portfolio will enable our clients to capture these new opportunities and therefore, deliver a more personalized and profitable experience to their customers," said Pete Kight, Fiserv Vice Chairman and founder of CheckFree. "Fiserv processes more relational financial services data than any other third party in the world. We intend to provide this advantage to our clients in ways that will replace last year's technology costs with tomorrow's primary source of profitable revenue growth."

#### **Award-winning innovation**

Fiserv's portfolio of technology solutions spans Payments, Processing Services, Risk and Compliance, Customer and Channel Management, and Business Intelligence and Optimization for clients in financial services, wealth management, telecommunications, insurance, energy, retail, health and many other industries.

Starting today, all of Fiserv's award-winning solutions are under the new brand and some offerings have been re-named. Fiserv innovations include: Source Capture Solutions, a full suite of solutions that enable electronic capture of all sources of deposits; Corillian Online (formerly Online Advantage), the next-generation platform for online personal financial management; Mobile Money, a mobile banking solution unique in its ability to support all mobile access protocols; MyMoney, the unique solution that leverages social networking technology to connect consumers with financial institutions; Business Analytics for Premier (formerly Viewpoint), the solution that enables proactive business intelligence practices as part of Fiserv's Premier banking solution; and Bank Intelligence Solutions (formerly BanqIntelligence), comprehensive online advisory tools that aid financial institutions in decision-making. More information about these solutions and recent Fiserv innovation news is available at [www.newfiserv.com](http://www.newfiserv.com).

"Our continuing focus on innovation demonstrates our commitment to enabling best-in-class results for our clients," said

Yabuki. "An even stronger focus on innovation, along with the strength and stability that have helped define Fiserv for the past 25 years will make it even more rewarding for the more than 16,000 clients we serve today."

## **New brand leadership**

The new logo was designed to signify energy, progressive thinking and a fresh approach to the opportunities that lie ahead. The all lowercase typeface was chosen to depict a company that is straightforward and approachable.

"Just as our business strategy has evolved to meet the needs of our clients, so must our brand," said Don MacDonald, Fiserv Chief Marketing Officer. "Our new brand identity is a reflection of that evolution. It signals a company that is informed by its rich heritage and also aware of the possibilities ahead. It is our responsibility to empower our clients by leveraging market trends and applying technology to their advantage."

The period, or "proof point," at the end of the brand mark punctuates Fiserv's commitment to visionary leadership in financial services technology for the benefit of clients. "This new mark is instantly recognizable and sets us apart. Fiserv is enabling the transformation of the financial services experience for our clients and their customers - period," said MacDonald.

The new identity is on display at the CUNA Government Affairs Conference in Washington, D.C. and at BAI TransPay in San Diego. The company today also launched a global advertising campaign with new ads appearing in national business, banking trades and local publications.

## **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 25<sup>th</sup> year in 2009. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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