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## **Fiserv Launches Mobile Application for UChoose Rewards Program**

- | Participants can use their smartphones to check and redeem points and scan merchandise to check availability
- | New UChoose Rewards participant website also launched

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today launched a mobile application for its award-winning UChoose Rewards<sup>®</sup> debit and credit card rewards program. UChoose Rewards participants can now use a mobile application to check and redeem their reward points. Participants can also scan UPC codes on merchandise in a store to determine if the item is available through their rewards program and how many points are required to purchase it. UChoose Rewards participants can download the mobile application from Google Play for use on Android™ devices or iTunes<sup>®</sup> for use on iPhone<sup>®</sup> or iPad devices.

"Card usage is extremely important in a rewards program. Adding innovative, engaging capabilities like mobile reward redemption helps increase loyalty to that card," said Holly Krest, senior vice president, Loyalty Solutions, Fiserv. "UChoose Rewards participants use their cards for 50 percent more transactions as compared to their non-participating peers."

Using the new in-store pick-up option as well, at Best Buy<sup>®</sup> participants can complete the reward redemption and take the merchandise home that day. If the item is not available via reward redemption at that location, the application determines the closest location for pick-up and offers the option to pick it up or have it delivered.

"UChoose Rewards is a compelling service," said CEB TowerGroup research director Dennis Moroney. "The ultimate goal is to deliver the best customer experience and make the program more accessible. Consumers want solutions that simplify their lives and save them time and money. It will be interesting to see how UChoose Rewards grows as mobile capabilities become more essential to daily financial management."

In addition, Fiserv has launched a new UChoose Rewards participant website to make the overall experience of redeeming rewards easier and more intuitive. Aside from a more contemporary design, the updated website provides cardholders with enhanced search functionality to make redeeming points easier.

UChoose Rewards from Fiserv is an innovative program that allows financial institutions to select from merchant-funded, issuer-funded or a blended rewards program. UChoose Rewards supports both consumer and small business market segments. Designed to incent cardholder usage, it provides benefits for both debit and credit programs.

### **Additional Resources:**

- | UChoose Rewards from Fiserv - <http://bit.ly/xaF6uU>
- | Screen Shots of UChoose Rewards Mobile and Participant Website - <http://www.slideshare.net/FiservPR/uchoose-rewards>

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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