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Fiserv's Mark Sievwright to Chair American Banker's Virtual Forum on Retail Strategies and Spurring Deposit Growth

BROOKFIELD, WI, Jun 23, 2009 (MARKETWIRE via COMTEX News Network) -- Committed to helping financial institutions navigate through this tough economic time, Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that Mark Sievwright, senior vice president of Strategic Marketing for Fiserv, will chair the American Banker's Virtual Forum on retail strategies and spurring deposit growth. Chaired by Sievwright, this conference will feature industry leaders who will share their perspectives and experiences through topics ranging from leadership to innovation; from garnering deposits to the impact of impending regulation.

What: A Virtual Forum on retail strategies and spurring deposit growth

When: Tuesday, June 23, 2009, 9:00 a.m. - 3:00 p.m. EDT

Where: To register visit:

<http://www.sourcemediaconferences.com/RBDF09/index.html>

Featured Speakers Include:

- Aubrey Patterson, chairman and chief executive officer, BancorpSouth, Inc.
- Martin Becker, senior consumer affairs specialist, FDIC
- Terry Zink, executive vice president, Affiliate Administration Fifth Third Bancorp and president and chief executive officer, Fifth Third Bank Chicago
- Betty Rengifo Tucker, executive vice president for Retail Banking Operations Comerica Bank Inc.

Topics covered will range from potential regulatory changes, to how to optimize new distribution channels, to advanced marketing tactics that will address in-depth deposit growth strategies and best practices. There will be Q&A time with the speakers at the end of each session, a networking cafe and exhibit hall where attendees can meet with peers and view online product demonstrations.

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.

About American Banker and SourceMedia, Inc.

American Banker, (www.AmericanBanker.com), is the banking industry's daily source of information, news, and analysis for executives at banks of all sizes. Founded in 1836, with a current readership of more than 65,000, the publication covers topics including national and global banking issues, mortgages, consumer finance, legislation, investment products, card and payment systems and technology.

SourceMedia (www.sourcemediacom.com), an Investcorp company, is the pre-eminent provider of timely and essential news, analysis, research, and insights for members of the financial services community, and the related fields of professional services and technology. SourceMedia offers its clients and subscribers professional publications, industry-standard data applications and in-depth seminars and conferences.

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