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## **Fiserv Awards ADESA Birmingham Auto Auction its Top**

**Brookfield, Wis., April 14, 2010** - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that ADESA Birmingham, an ADESA affiliate, was named the top performing automobile auction service of 2009 by Fiserv. ADESA Birmingham has ranked in the top three for the past three years before achieving the top spot in 2009.

In the automotive market, Fiserv provides solutions for lending, account servicing, loss and risk mitigation, lease maturity management and vehicle remarketing to banks, captive finance companies, specialty lenders and credit unions. As part of its outsourcing model for auto finance lenders, Fiserv partners with auction groups to remarket off-lease and repossessed vehicles. Fiserv managed the remarketing of 70,000 vehicles in 2009.

Fiserv has ranked auto auctions since 2001 to aid lenders seeking the greatest potential return on their outsourcing investment. Fiserv scores auctions to identify qualified partners. Rankings are tabulated to reflect overall customer service, operational efficiencies, sale preparation and marketing with the main emphasis on sales retention.

The second and third place auctions also have a history of strong performance. For the fourth consecutive year, Manheim Harrisonburg Auto Auction, a Manheim auction in Harrisonburg, Va., finished second in the Fiserv ranking and has consistently finished in the top three since 2001. Two auto auctions earned the third place spot - Carolina Auto Auction of Anderson, S.C., which was last year's first place winner and Auto Auction of New England, out of Londonderry, N.H.

Fiserv would also like to recognize the auctions by region that have achieved the highest level of operational excellence in 2009.

- | Northeast: Auto Auction of New England
- | Southeast: Manheim Tampa
- | Central: Manheim Louisville
- | Midwest: Missouri Auto Auction
- | Southwest: Manheim San Antonio
- | West: Brasher's Sacramento.

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

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