



July 13, 2011

Fiserv Renews Debit Processing Contract with Heartland Financial

Brookfield, Wis., July 13, 2011 - [Fiserv](#), Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that it will continue to process signature and PIN debit transactions for seven of the nine banks that make up [Heartland Financial USA Inc.](#) (NASDAQ: HTLF). In addition, those same seven banks within Heartland Financial will continue their membership in [ACCEL/Exchange](#)[®], the PIN debit network owned and operated by Fiserv. Heartland has been a Fiserv customer since 1998.

Founded in 1981, Heartland Financial USA, Inc. is a \$4 billion multibank holding company. Heartland's independent community banks are chartered in the states of Iowa, Illinois, Wisconsin, New Mexico, Arizona, Montana, Colorado and Minnesota.

"We chose to stay with Fiserv because we have an excellent relationship with them and have been well-served by Fiserv for many years," said Brian Fox, executive vice president of Operations, Heartland Financial USA. "Fiserv provides innovative solutions that allow us to realize important efficiencies while enhancing the service we deliver to retail and commercial clients."

"Relationships like the one we have with Heartland Financial are very important to us," said Kevin Gregoire, chief operating officer, Card Services, Fiserv. "At Fiserv, we are committed to helping our clients solve complex business challenges and by doing so, strengthen and deepen those relationships along the way."

In addition to debit processing and the ACCEL/Exchange PIN debit network, Heartland Financial uses Fiserv's Signature[™] bank platform, Prologue[™] Accounts Payable, Prologue General Ledger and Output Solutions.

Additional Resources

- | Heartland Financial USA Inc. - <https://www.htlf.com>
- | ACCEL/Exchange PIN Debit Network - <http://bit.ly/k9DEsJ>

About Heartland Financial USA, Inc.

Heartland Financial USA, Inc. is a \$4.0 billion diversified financial services company providing banking, mortgage, wealth management, investment, insurance and consumer finance services to individuals and businesses. Heartland currently has 61 banking locations in 42 communities in Iowa, Illinois, Wisconsin, New Mexico, Arizona, Montana, Colorado and Minnesota. Additional information about Heartland Financial USA, Inc. is available at www.htlf.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.

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