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## **Fiserv Wins "Best of Show" Award at Finovate 2008 for Innovative Online Financial Services**

BROOKFIELD, Wis., Oct 27, 2008 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ:FISV), a leading provider of information technology services to the financial industry, today announced that it has received recognition for its leadership in online financial services innovation at the recent Finovate 2008 conference in New York. Based on voting among more than 400 bankers, members of the press, technology executives, venture capitalists and analysts attending the conference, CheckFree Online Advantage, a Fiserv solution, was recognized with a "Best of Show" award.

"This is a great honor to be singled out as the 'Best of Show' at Finovate by our peers. We look forward to releasing more information about Fiserv's online banking strategy in the coming weeks, and demonstrating this solution with its depth of capabilities. This is truly a product with its design focused on simplifying the end-user experience and helping banks and credit unions deepen relationships with their customers," said Todd Leshner, division president Fiserv Electronic Banking Services.

This year, the Finovate conference for the financial, banking and lending technology industries received interest from more than 100 companies who wanted to demonstrate products and solutions at the event. Of those companies, Fiserv's CheckFree Electronic Banking Services and Credit Union Division were two of only 24 solution providers invited to explain their new online initiatives at the conference.

Online Advantage, presented by CheckFree Electronic Banking Services, showcased a seamless, integrated online banking experience that includes banking, bill pay, personal money management and other value added services. Features demonstrated at the conference included a calendar view of all transactions and the integration of remote deposit scanning capabilities. CheckFree Online Advantage is designed to assist financial institutions with achieving increased profitability at every touch-point, growing online adoption through a streamlined, intuitive financial management interface and enhancing retention by developing deeper, personalized relationships through a rich, integrated user experience.

Fiserv's CheckFree won the "Best of Show" award along with three other companies. This award comes just prior to the official launch of the new CheckFree Online Advantage online banking platform, which will occur at the 2008 BAI Retail Delivery Conference and Expo, November 18-20 in Orlando.

Fiserv also demonstrated MyMoney(TM), an innovative banking application built on the Facebook(R) platform, which allows consumers the ability to manage their finances from their Facebook profiles. Recognizing the popularity of Facebook among "Gen Y" and other technologically savvy consumers, who are desirable prospects for many financial institutions, Fiserv developed MyMoney to enable Facebook users to search for and join a credit union and manage their funds via the familiar Facebook interface. Using MyMoney, Facebook users can view account balances and transaction history and transfer funds directly from their Facebook profile, with multiple layers of security protecting their data and accounts. Developed to reach younger members and other potential account holders where they spend time online, MyMoney is equally beneficial for any Facebook user, regardless of age or location.

The Finovate conference, held this year on Oct. 14, is an annual demonstration-based conference hosted by Online Financial Innovations, the publisher of Online Banking Report, for the financial, banking and lending technology industries.

About Fiserv, Inc.

Fiserv, Inc. (NASDAQ: FISV), a Fortune 500 company, provides information management and electronic commerce systems and services to the financial and insurance industries. Leading services include transaction processing, outsourcing, electronic bill payment and presentment, investment management solutions, business process outsourcing (BPO), software and systems solutions. Headquartered in Brookfield, Wis., the company is the leading provider of core processing solutions for U.S. banks, credit unions and thrifts. Fiserv was ranked the largest provider of information technology services to the financial services industry worldwide in the 2004, 2005 and 2006 FinTech 100 surveys. In 2007, the company completed the acquisition of CheckFree, a leading provider of electronic commerce services. Fiserv reported nearly \$4 billion in total revenue from continuing operations for 2007. For more information, please visit [www.fiserv.com](http://www.fiserv.com).

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