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Fiserv Expands Capacity and Capabilities for Prepaid Cards

Brookfield, Wis., February 22, 2010 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that it has expanded its prepaid card production and packaging facilities and capabilities. These expansions include: increasing production space by 109 percent; expanding its packaging options, building on its already complex fulfillment capabilities; and adding a wide a range of card materials for clients to choose from, including PVC, recycled stock, Teslin and paper.

All of this expansion is necessary as experts are predicting the prepaid card industry to exhibit dramatic growth in 2010 despite regulatory and economic pressures. According to a November 2009 report by the Mercator Advisory Group titled "Prepaid Market Forecasts 2009-2012", the total prepaid market size in 2011 is now forecast to be \$427.5 billion, up from \$247.7 billion in 2008.

These recent expansions enable Fiserv to provide a complete tailored solution to help clients achieve their prepaid business objectives. With increased production space, Fiserv can add the people and equipment needed to meet growing volumes and project complexity. More packaging options enable Fiserv clients to mix card and packing configurations and add inserts and personalize with targeted messaging. Additionally, with expanded options for card materials and the ability to personalize cards via traditional methods, such as embossing and ink-jet printing or state-of-the-art solutions such as Drop-on-Demand and digital printing, Fiserv clients can offer a truly personalized card experience.

"Fiserv offers a fully-integrated solution that features: prepaid cards; transaction statements (for reloadable card programs); MICR check printing for rebates; strategic direct marketing services; and a Web-based client control center to monitor inventory, track card ship dates and create custom statement formats. With these recent expansions, Fiserv is even better prepared to help our clients succeed in the growing market," said Jorge Diaz, president, Output Solutions at Fiserv. "In addition to expanding its capacity and capabilities, one of the most exciting additions is MyCardCreationSM, which makes it simple and affordable for customers to create cards with their own pictures on them. Studies have shown that 70 percent of customers would like a card personalized with their preferred photo, and 76 percent of those customers would use that card more than any other."

A trusted partner with more than 25 years of experience, Fiserv is certified by Visa®, MasterCard® and Discover® for open-loop (network branded) card production, in addition to private label card production. Additionally, Fiserv has been certified by Blackhawk Network for card manufacturing and personalization services. Fiserv serves prepaid clients within the payment, healthcare, payroll, retail, travel and entertainment, incentive and loyalty markets. Clients rely on Fiserv for its experience, flexibility and attention to quality making Fiserv well-positioned to serve the prepaid market needs.

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.

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