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## **First Federal Savings of Lorain Chooses Fiserv Account Processing and Multiple New Services**

BROOKFIELD, Wis., Aug 10, 2010 (BUSINESS WIRE) -- [Fiserv](#), Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that First Federal Savings and Loan Association of Lorain, Ohio, has chosen an integrated banking solution based on the [Cleartouch<sup>\(R\)</sup> bank platform](#). A community bank with \$445 million in assets and seven branches located along Ohio's North Coast, First Federal selected outsourced processing and solutions from Fiserv to ensure that it had the technology to deliver outstanding products and services to its local communities for the long-term.

Cleartouch from Fiserv is a real-time account processing solution that integrates best-in-class Fiserv product offerings to address the business needs of growing community and mid-sized banks. Cleartouch is delivered online through a secure service bureau environment.

First Federal chose an integrated solution suite from Fiserv, including innovative products for account processing, regulatory compliance and fraud detection, online banking, bill pay, branch capture and item processing solutions. Through Fiserv, First Federal seeks to gain a competitive edge and improve the service it offers to customers.

"We know we need to transform our organization to remain competitive into the next decade and beyond," said John R. Malanowski, president and chief operating officer. "We believe choosing an integrated solution from Fiserv gives us the best chance to accomplish that goal."

"First Federal realizes the importance of staying current with technology without sacrificing the personalized service their customers expect from them," said Tom McBride, president, Cleartouch, Bank Solutions, Fiserv. "We look forward to providing them with the solutions they need to meet their customers' needs now and for many years to come."

### **About First Federal Savings of Lorain**

First Federal Savings and Loan Association first opened its doors in 1921, then known as Lake Erie Savings and Loan Company. Its mission was to provide home ownership and security for its customers' life savings. While First Federal has grown to nearly \$445 million in assets with seven branches, it has stayed true to its founding principles and committed to its customers. For more information about First Federal, visit <http://www.firstfedlorain.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](http://www.fiserv.com).

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