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CheckFree Health and Fitness Is Now Fiserv

Health & fitness club management software and services provider changes company name to Fiserv as part of an enhanced market approach and rebranding of Fortune 500 leader in financial services

Brookfield, Wis., February 23, 2009 – CheckFree Health and Fitness is now Fiserv. CheckFree, founded in 1981, and acquired in 2007 by Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced it is changing its name to Fiserv. The change of the name and the brand unifies all Fiserv business units with a new, enhanced market approach and brand identity, affirming the company's commitment to its clients and to leading the transformation of financial services technology. The new icon is representative of a further acceleration in Fiserv's singular approach to the market and better anticipating changing client demands within a rapidly evolving environment. CheckFree Health and Fitness will now be called Club Solutions.

Club Solutions, with 120 employees and offices in Webster, Texas; Dublin, Ohio; Norcross, Georgia; and Wokingham, England, provides software and services designed to meet the operational, financial and membership management needs of the health and fitness industry. Club Solutions provides thousands of facilities worldwide with club management software, transaction processing and outsourced member billing and data management. The complete suite of solutions offered by Club Solutions enables clubs of all sizes to grow and retain membership while maximizing revenue and minimizing day-to-day costs.

"CheckFree Health and Fitness has a long history of providing services to the health and fitness club industry. Offering secure, high-quality club management software and payment processing services at competitive prices, our solutions complement the Fiserv solutions that the financial services industry trusts," said Jim Parks, vice president and general manager of Club Solutions, Fiserv. "We are proud of our strong history and are excited about the opportunity to bring our respected reputation with us as we move to the Fiserv brand. This is a great opportunity for us to offer our clients the innovative products they've come to expect, with the strength of a Fortune 500 company."

This new Fiserv brand identity marks a fundamental shift in the company's approach to the market that began in 2006, when President and Chief Executive Officer Jeffery Yabuki reorganized the company around the Fiserv 2.0 strategic framework. This "2.0" vision of moving Fiserv to the next level was accelerated by the acquisition of financial technology innovators CheckFree, NetEconomy, Corillian and BancIntelligence. Today Fiserv clients have access to proven technologies and best practices available across a broad spectrum of online, mobile, front and back office, payments and processing infrastructures upon which financial institutions and corporations depend.

"We are focusing all of our technology expertise under one brand and one name, Fiserv. The financial landscape has changed forever for our clients, and we are prepared with innovative products and technologies to lead the transformation forward. This new brand strategy will allow Fiserv to build on our 25-year history of unparalleled client focus, strength and stability, and make it easier and even more rewarding to do business with our company," said Yabuki.

Jeanne Capachin, research vice president of global banking for Financial Insights, has covered Fiserv as an analyst for two decades, most recently to compile the FinTech list of top technology providers in the financial industry. To her, the master brand strategy is a good move for Fiserv. "I've seen a lot of market consolidation since we started the FinTech 100. For 25 years Fiserv has been a very successful holding company, acquiring companies and allowing them to function independently. As the market leader, it is to the company's advantage to align all of their assets in a cohesive manner. This change will allow Fiserv to focus all its technology expertise, and energies on one brand and one structure."

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 celebrates its 25th year in 2009. For more information, visit www.fiserv.com.

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