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China's Shenzhen Rural Commercial Bank's Nine Million Accounts Live on Signature from Fiserv

- ▮ **Simultaneous go-live of full retail banking suite to nearly 200 branches**
- ▮ **SRCB now enjoying significantly reduced time to market for new products and services**
- ▮ **Fiserv and Digital China implementation delighting customers with improved service**

BROOKFIELD, Wis., Oct 26, 2010 (BUSINESS WIRE) -- **Sibos Stand A634 - [Fiserv, Inc.](#)** (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that Shenzhen Rural Commercial Bank, China (SRCB), has simultaneously gone live across its nearly 200 branches, now serving over nine million accounts on the [Signature™ bank platform](#). Signature provides a complete banking solution from Fiserv, providing SRCB with a cost-effective base for continued growth.

The joint Fiserv and Digital China Financial Software implementation included a full retail banking solution rolled out to all SRCB branches simultaneously in a single weekend. The comprehensive project included Mandarin language capabilities, plus full support for local regulations and market nuances, essential to SRCB's future expansion and innovation in China. With the new technology in place, SRCB is poised for a digital transformation of financial services delivery that will allow it to expand its client base, launch products at a faster rate and transition from a rural-based bank to a large regional bank.

"We can now introduce new products and services literally overnight with Signature, compared to the three to six months lag time prior to the Fiserv implementation," said Li GuangAn, president, SRCB. Rapid time to market for new products is essential to SRCB's ambitious expansion strategy and one of the top reasons SRCB selected Fiserv.

Signature offers a functionally rich, scalable solution to quickly meet growing demand. Other benefits Signature provides for SRCB include scalability, a more robust disaster recovery process and the ability to handle and process a large number of transactions quickly.

"The implementation of Signature has given us an advantage at a crucial time in our development. We are in a strong position to expand our customer footprint, quickly and simply open new branches and deliver innovative new products in a timely manner -- all of this is favourable for our business," said Li.

"End-to-end implementations on this scale are rare in China, and it was achieved through a true team effort," said Nick Wilde, ASPAC, managing director, Fiserv. "Fiserv has local experts on the ground who worked in concert with our partner Digital China and SRCB to deliver a complete banking solution."

"The partnership between Fiserv and Digital China delivered banking and technology expertise, coupled with local knowledge, to SRCB that will aid the bank in its expansion plans as well as build upon its current competitive position," said Liu Shengrui, chief executive officer, Digital China Financial Software.

Signature, formerly known as ICBS, is a flexible, service oriented architecture (SOA) based solution that supports savings and term deposits, current accounts, loans, sophisticated overdraft and agreed credit arrangement (ACA) processing, mortgages, collections, trade finance, treasury, insurance, imaging, document management and card products. Fully integrated with industry leading solutions from Fiserv, including Aperio™ and Teller, Signature provides financial institutions with a complete end-to-end solution.

Fiserv has a strong reputation in account processing in the Asia Pacific region through the Signature bank platform. Signature is deployed at dozens of leading banks across Asia-Pacific, including Commercial Bank of Ceylon in Sri Lanka, Bank of Queensland in Australia, Banco de Oro in the Philippines and Panin Bank in Indonesia. Signature is a prime example of the Fiserv core competency in account processing.

About SRCB

Shenzhen Rural Commercial Bank is based in Shenzhen special economic zone, which is China's window to the outside world for economic development. In 2009, the "Bankers" of Britain has ranked SRCB as the 666th among the top 1000 banks worldwide and one of the top 30 among the commercial banks in China. SRCB has a 58 year history of serving small and medium enterprise and the residents in the community. Based on key financial performance indicators, SRCB is in the leading position among the small and medium size banks in China.

About Digital China Financial Software

Digital China Financial Software is a dedicated financial service company subordinated to Digital China Holdings Limited (HK: 0861). Having 20 years IT service experience in banking industry, Digital China Financial Software helps clients to plan, implement and manage their IT architecture, and provides businesses and IT consultation services, as well as advanced solutions and outsourcing services. As a leading and largest IT services provider, Digital China Financial Software commits itself to providing local services with a global vision.

Headquartered in Beijing, Digital China Financial Software has more than 1,200 employees, located in Shanghai, Guangzhou, Shenzhen, Xi'an business centers. Digital China's X'ian business center is the largest software development center in China's financial industry.

According to statistics from IDC, Digital China is the largest IT integration service provider, and the second largest financial solution provider in China.

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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SOURCE: Fiserv, Inc.

Media Relations:

Wade Coleman
Director, Public Relations
Fiserv, Inc.
678-375-1210
wade.coleman@fiserv.com

or

Additional Fiserv Contact:

Carol Cowan
VP Product Management and Marketing
Bank Solutions
Fiserv, Inc.
407-514-1146
carol.cowan@fiserv.com

or

Additional Media Contacts:

Sally Yates
Account Director
Metia
+44 7775 707477
sally.yates@metia.com