



July 10, 2009

Fiserv Market Research Finds Client Retention as Leading Concern for Managed Accounts industry

Research also finds that 45 percent of respondents are planning to participate in or launch a Models Only program

Brookfield, Wis., July 10, 2009 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced the results of market research intended to reveal current hot-button trends and concerns in the managed accounts industry. The research conducted by Investment Services from Fiserv found that more than half of the respondents considered "client retention" as the largest challenge facing firms in 2009. About one in four respondents (28 percent) ranked "maintaining revenues" as the largest challenge while 13 percent cited "managing overhead." The survey was conducted in the first quarter of 2009 and polled nearly 140 clients who attended a Fiserv market trends webinar.

In focusing on more specific industry trends, the research also found that nearly half of the companies (45 percent) polled were launching or planning to participate in a Models Only program. Some 48 percent had not yet decided whether they would participate in such a program, while just six percent answered they would not be involved in such an initiative. These results confirmed the growing interest in Models Only initiatives..

Other notable findings included:

- ┆ One in five respondents plan to expand their managed account offerings to include investments in foreign stocks, international mutual funds and index funds and/or international ETFs
- ┆ 45 percent of those surveyed believe the recession will last for at least another year

"Fiserv has always been first and foremost committed to meeting the needs of our clients, especially during such a turbulent time. Market research gives us a better idea of what our clients want and need to excel," said Cheryl Nash, senior vice president of strategic marketing and business development for Investment Services from Fiserv. "It is clear companies are looking at Models Only and ETFs and we are working to accommodate our clients' interest in these particular areas among others in 2009."

Investment Services from Fiserv reinforces Fiserv's processing services core competency and is the leading platform provider for managed solutions including Separately Managed Accounts (SMAs) and Unified Managed Accounts (UMAs). Fiserv is the leader in portfolio management technology solutions, providing an innovative, holistic approach designed specifically to meet client 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 celebrates its 25th year in 2009. For more information, visit www.fiserv.com.

For more information contact:

Media Relations:

Judy DeRango Wicks
Vice President
Corporate Communications
Fiserv, Inc.
678-375-1595
judy.wicks@fiserv.com

Additional Fiserv Contact:

Lori Stafford-Thomas

Assistant Vice President
Corporate Communications
Fiserv, Inc.
262-879-5130
lori.stafford@fiserv.com