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Fiserv Names Don MacDonald as Chief Marketing Officer

BROOKFIELD, Wis., May 27, 2008 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ: FISV), a leading provider of information technology services to the financial and insurance industries, today announced it has hired Don MacDonald as its first Chief Marketing Officer. In his role, MacDonald will focus on refining the company's brand and product strategies, data analytics and client segmentation.

MacDonald, 45, was previously vice president and general manager of the sales and marketing group and director of global marketing at Intel Corporation, based in San Jose, Calif., where he managed a marketing organization with 1,000 people worldwide and an annual budget of \$2 billion. MacDonald spent more than 20 years at Intel in a variety of business and marketing roles including positions with Mobile Products, Digital Home, Intel Japan and others.

"Don has broad experience developing a brand promise and delivering world class technology to the business-to-business community which will elevate our go-to-market approach," said Jeffery Yabuki, Fiserv President and Chief Executive Officer. "Don's passion for the client and meeting their needs through innovative technology solutions is a great add to Fiserv. We are thrilled to have him on our executive team."

MacDonald, who has a bachelor's and law degree from University of Lancaster, England, will be based in Brookfield, Wis.

About Fiserv, Inc.

Fiserv, Inc. (NASDAQ: FISV), a Fortune 500 company, provides information management and electronic commerce systems and services to the financial and insurance industries. Leading services include transaction processing, outsourcing, electronic bill payment and presentment, investment management solutions, business process outsourcing (BPO), software and systems solutions. Headquartered in Brookfield, Wis., the company is the leading provider of core processing solutions for U.S. banks, credit unions and thrifts. Fiserv was ranked the largest provider of information technology services to the financial services industry worldwide in the 2004, 2005 and 2006 FinTech 100 surveys. In 2007, the company completed the acquisition of CheckFree, a leading provider of electronic commerce services. Fiserv reported nearly \$4 billion in total revenue from continuing operations for 2007. For more information, please visit www.fiserv.com.

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SOURCE: Fiserv, Inc.

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