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UChoose Rewards from Fiserv Named Among Top 10 Technologies of 2009 by *Bank Technology News*

Brookfield, Wis., December 18, 2009 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that *Bank Technology News* has named UChoose Rewards® as one of the "Top 10 Technologies of 2009" in its December Innovators issue. *Bank Technology News* selected ten companies/technologies for recognition based upon innovation that rose to meet the demands of this year's market conditions.

UChoose Rewards from Fiserv is a turn-key rewards and loyalty solution that provides debit and credit card reward capabilities for financial institutions. Marketed to institutions of all sizes, UChoose Rewards enables smaller banks and credit unions to compete with the well-established reward programs of the nation's largest banks.

The ability for clients to choose from merchant-funded or issuer-funded programs-or a blend of the two-to meet their specific profitability objectives speaks to the innovation of UChoose Rewards; as does the solution's emphasis on local merchant recruitment, which enables clients to nominate smaller-scale neighborhood merchants to participate along with national chain stores. UChoose Rewards enables financial institutions to build programs based on the wants and needs of their cardholders, with options for debit, credit and opening an account. In addition, financial institutions have the opportunity to give customers the ability to combine points earned for all their bank or credit union accounts.

"UChoose Rewards truly is an innovative solution that enables financial institutions to increase their revenue and improve customer loyalty through a rewards program that is fully customizable to fit their unique business needs," said Andy Brown, vice president of Product Development for EFT Solutions from Fiserv. "Many of our UChoose Rewards clients are already seeing a significant increase in the number of transactions processed each month and average spend per cardholder, per month."

In addition to being recognized as one of the top technologies of 2009 by *Bank Technology News*, UChoose Rewards from Fiserv was recognized this year by *Cards International* for being the "Best Innovation in a Loyalty Program." Additionally, Chessie Federal Credit Union, a UChoose Rewards client, was selected for Best Practice recognition by *Credit Union Journal* for debit card use and card rewards.

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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