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Personix Is Now Fiserv

Brookfield, Wis., February 23, 2009 – Personix is now Fiserv. Personix, the result of multiple Fiserv, Inc. (NASDAQ: FISV) acquisitions merging into a single operating entity, beginning in 1992 with the acquisition of DataPro Card Services and culminating with the acquisition of Jerome Group in 2006, today announced it is formally changing its name to Fiserv, the leading global provider of financial services technology solutions. The change of the name and brand unifies all Fiserv business units with a new, enhanced market approach and new brand identity, affirming the company's commitment to its clients and to leading a 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.

Personix, with more than 1600 employees in offices in Boston, Hartford, Conn., Houston, Indianapolis, Ind., Nashville, Seattle, St. Louis and St. Paul, Minn., is a leading provider of business-critical communications, marketing services and card production services to the financial services, healthcare, telecommunications, investment services, retail, utilities and travel and entertainment industries. Personix uses sophisticated software technology and leading production capability to deliver; high-volume laser printing; mailing and electronic document delivery solutions; plastic card manufacturing; personalization and mailing services; and direct marketing solutions.

"Personix has a long history of aligning technology with our passion to help our clients succeed. This combination has always allowed us to deliver solutions that make a real difference in the way our clients communicate with their customers," said Jorge Diaz, president of Output Solutions, Fiserv. "We are proud of our long history of client satisfaction and we are excited to provide an increased level of service under the new Fiserv brand. This is a great opportunity for us to offer our clients the innovative products and strengths of a Fortune 500 company – all focused on one thing, serving the clients."

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, Inc.

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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