



November 14, 2011

City National Bank of Florida Selects Premier from Fiserv

- ▮ **Miami bank chooses the Premier bank platform as the technology foundation to support an aggressive growth strategy**
- ▮ **Solution includes integrated document management and business process management capabilities, plus sales and customer relationship management to help better serve customers**
- ▮ **Multiple product win includes risk and compliance management, source capture, financial accounting, card management, item processing and EFT solutions**

Brookfield, Wis., November 14, 2011 - [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that Miami-based City National Bank of Florida has selected the Premier[®] bank platform from Fiserv to support and enhance the bank's rapidly expanding regional footprint. The \$3.9-billion financial institution cited the scalability, breadth and flexibility of Fiserv products and services as key factors in its decision.

City National selected a number of additional solutions from Fiserv to supplement its Premier bank platform, including Business Process Manager, Director[™] for electronic content management, Branch Source Capture[™] for remote deposits, EnAct[™] for enterprise sales management, Prologue[™] Financial Accounting Services, and several card services solutions including the ACCEL/Exchange[®] PIN debit network.

Since 2008, City National has been owned by the third-largest bank in Spain, Caja Madrid, which supported the U.S. bank's evolution from a commercial real estate development bank to a full retail bank focused on residential, commercial and private banking. City National's new direction dictated a change in technology providers.

"This technology investment will support the bank's future growth and allow us to improve customer service and the overall client experience," said Tim Robinson, director of operations and technology for City National. "There's a great deal of flexibility, innovation and depth we experience working with Fiserv, that enables our organization to quickly expand, introduce new products and pull the information we need to make the right decisions."

In addition, City National anticipates increased efficiencies, tighter workflows and enhanced reporting capabilities with the implementation of Business Process Manager for Premier - a new account and process management solution. The step-by-step workflows offered through Business Process Manager will help City National capture and utilize customer information to provide better front line service and to simplify processes throughout the organization.

As the bank continues to reduce its use of paper in favor of digital processes, City National will utilize Director for Premier - to eliminate paper flow between branches and the main office. "Director will not only save paper, but also time spent scanning, sending and saving documents," said Robinson.

According to Robinson, City National's transformation into a more sales-oriented organization requires a robust reporting system to enhance marketing and sales efforts. In addition to Business Process Manager and Director, City National's selection of EnAct from Fiserv will equip the bank with tools that enhance the information gathering, automation and collaboration needed to better serve customers and manage portfolios, sales teams and local markets.

"Because of their expansive growth and diversification strategy, it was especially important for the bank to select the right technology to accompany its new direction," said Dave Wegman, head of Premier Solutions for Fiserv. "The solutions they've chosen will give powerful support for the bank's goals, and the proven scalability, integration and flexibility offered by Fiserv will serve the bank well - now and in the future."

About City National Bank of Florida

Headquartered in Miami, City National Bank of Florida (CNB) is the financial institution to which Floridians have turned for 65

years. The fourth-largest financial institution in the state, City National Bank of Florida is backed by Caja Madrid, one of Spain's largest financial institutions, founded more than 300 years ago and one of Spain's largest financial institutions. City National Bank offers a diversified portfolio of products and services at 26 convenient banking centers from Miami-Dade County to the greater Orlando area.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit www.fiserv.com.

For more information contact:

Media Relations:

Julie Smith
Public Relations Manager
Fiserv, Inc.
412-577-3341
julie.smith@fiserv.com

Additional Fiserv Contact:

David Carden
Senior Vice President
Bank Solutions
Fiserv, Inc.
402-421-4211
david.carden@fiserv.com