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KeyBank Launches Mobile Money from Fiserv to Entire Customer Base

Bank is among the first in U.S. to offer mobile banking to all customers, independent of online banking enrollment

BROOKFIELD, Wis., Aug 11, 2010 (BUSINESS WIRE) -- [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that Cleveland, Ohio-based [KeyBank](#), with assets of approximately \$94 billion, is now providing customers with mobile banking services through [Mobile Money™ from Fiserv](#). KeyBank is one of the first financial institutions in the U.S. to offer mobile banking to their entire customer base - it's available to those who use online banking as well as offline clients who use the branch channel.

The service is free and can be activated by signing onto online banking from [www.Key.com](#) and selecting the Self Service section. KeyBank customers not currently enrolled in online banking can enroll in text-based mobile banking by calling 1-866-798-4109.

Mobile Money from Fiserv enables KeyBank to enroll and support mobile customers through multiple channels, including the customer service center, eliminating the need for customers to enroll in online banking in order to access their accounts through a mobile device. This allows KeyBank to offer mobile banking to a wider group of customers than might otherwise use the service.

Through Mobile Money, KeyBank provides its customers with the ability to access their accounts through SMS (text messaging) as well as receive a variety of account alerts, including notifications about low balances or transactions above a certain amount. These capabilities help customers better manage their finances. The service is designed for use from virtually any text enabled mobile device.

"The new KeyBank mobile banking service delivers anytime, anywhere account information, and we know that capability appeals to all our customers," said Allison Landers, senior vice president, Online and Mobile Channels, KeyBank. "Mobile banking is a new channel through which we can serve our entire customer base, and we see a clear opportunity to use the channel to connect with our customers who do not monitor their accounts through online banking. The rapid adoption we have seen thus far reinforces our belief that our customers are ready for mobile banking."

With Mobile Money, KeyBank can reach existing online banking customers as well as the untapped market of offline-banking customers. Flexible enrollment options will help the bank expand the service to a range of users, including those that do not bank online but have a demand for easy, self-service access to financial information throughout the day.

"KeyBank is opening the door to more customer interaction with the implementation of Mobile Money," said Erich Litch, senior vice president and general manager, Consumer Services, Electronic Banking Services, Fiserv. "The bank now has a unique mobile banking service, and will be able to reach more customers in more ways, and increase their satisfaction, as a result. With Mobile Money, KeyBank is well positioned to support the rapid evolution of the mobile channel."

Mobile Money, the industry's most complete mobile banking and payments solution, provides a superior customer experience, supporting users on all three mobile access modes, offering online and offline enrollment capabilities and integrating with core banking, online banking and electronic payments systems. Mobile Money supports stringent industry standards in mobile security at all touchpoints, and is designed to ensure that users' data is protected. The service helps financial institutions effectively manage the long term costs of the mobile channel, while maximizing channel adoption and usage across all customer segments.

Mobile Money from Fiserv incorporates technology from Atlanta-based mobile banking and payments solution provider M-Com.

About KeyCorp

Cleveland-based KeyCorp is one of the nation's largest bank-based financial services companies, with assets of approximately \$94 billion. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally. For more information, visit <https://www.key.com/>.

About M-Com

Headquartered in Atlanta, GA, M-Com is an international mobile banking and payments solution provider with live Fortune 500 banking customers across Asia Pacific, the Middle East, Europe and North America. M-Com's core proposition is centered on helping financial institutions and payment processors deliver world class adoption and revenue metrics from the mobile channel. For more information, visit www.m-com.us

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. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit www.fiserv.com.

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