



June 22, 2009

## **Fiserv Webinar to Highlight Mobile Banking and Payments: Achieving a Compelling ROI in Challenging Times**

### **Attendees will receive complimentary white paper on mobile banking**

**Brookfield, Wis., June 22, 2009** In the current economic downturn, financial institutions are finding it important to implement a mobile financial strategy that not only enhances the banking experience for customers, but also provides a tangible return on investment. Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, and M-Com, an international mobile banking solution provider, will host a free webinar exploring how a holistic approach to mobile banking and payments benefits financial institutions.

**What:** "Mobile Banking and Payments: Achieving a Compelling ROI in Challenging Times"

**When:** Tuesday, June 23, 2009, 1:00 p.m. EDT

**Where:** To register to attend, visit [www.checkfree.fiserv.com/webinars](http://www.checkfree.fiserv.com/webinars)

Attendees will gain specific industry insight into:

- | Which consumer segments look most promising for mobile banking and payment adoption;
- | How the cost of the mobile channel compares with other banking channels;
- | The benefits that can be realized by migrating offline customers to the mobile channel;
- | Why mobile banking is a critical first step in the future adoption of mobile payments;
- | How to deliver compelling financial metrics through the mobile channel from year one.

Webinar attendees will receive a new Fiserv white paper, "How to Achieve a Compelling ROI from Mobile Financial Services." The white paper provides a roadmap to help financial institutions achieve strategic value from the mobile financial services channel.

The webinar will be presented by Fiserv Mobile Product Manager Calvin Grimes and M-Com Head of Marketing Serge Van Dam.

"An optimal mobile channel strategy requires banks to plan for today, yet remain flexible to adapt to changing mobile banking and payments preferences," said Calvin Grimes, Mobile product manager, Fiserv. "The winners will be financial institutions that look beyond basic transactions and implement an enterprise-wide mobile financial services strategy."

Fiserv is committed to conducting research and analysis of the mobile channel and financial services, and is dedicated to furthering industry knowledge through initiatives such as webinars and white papers. M-Com and Fiserv announced their technology partnership in September 2008 under the label Mobile Money from Fiserv.

### **About M-Com**

Founded in New Zealand in 2000 and headquartered in Atlanta, GA, M-Com is an international mobile banking and payments solution provider with live Fortune 500 banking customers across Asia Pacific and North America. M-Com's core proposition is centered on delivering a positive return on investment through world class adoption metrics for the mobile channel while providing the lowest total cost of ownership. For more information, visit [www.mcom.co.nz](http://www.mcom.co.nz).

### **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](http://www.fiserv.com).

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