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NetEconomy Is Now Fiserv

Award-winning AML and Fraud software company changes name to Fiserv as part of an enhanced market approach and rebranding of Fortune 500 leader in financial services

Brookfield, Wis., February 23, 2009 – NetEconomy is now Fiserv. NetEconomy, founded in 1993, and acquired in 2007 by Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions; today announced it is formally changing its name to Fiserv. The change of the name and the 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 Fiserv icon is representative of further acceleration in the company's singular approach to the market and better anticipating changing client demands within a rapidly evolving environment.

NetEconomy, with employees at offices in The Hague, Dallas, London, Orlando, Melbourne and Paris is the leading global provider of financial crime management and compliance solutions to financial institutions and telecom organizations. With hundreds of implementations across 60 countries, NetEconomy has more than a decade of experience delivering highly effective, innovative and easily deployable solutions for anti-money laundering, compliance, fraud prevention and trade surveillance.

"NetEconomy has a proven history of providing its clients with a comprehensive approach to compliance and fraud solutions. We are proud of our history of client satisfaction and award-winning product development and we will take that forward under the name and brand of Fiserv," said John Filby, president, Risk Management Solutions, Fiserv. "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 needs of our 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 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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