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## **Fiserv Online Thought Leadership Community Reaches Milestone of 6,000 Members in First Year**

### **Fiserv Boardroom Series, exclusive to Fiserv clients, allows financial institution executives to tap into analysis, insights and trends**

BROOKFIELD, Wis., Jul 22, 2010 (BUSINESS WIRE) -- [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that the [Fiserv Boardroom Series](#), an online thought leadership community built exclusively for its clients, has reached an important milestone, enrolling 6,000 members in less than one year. The Fiserv Boardroom Series, launched on July 30, 2009, is an exclusive community that provides executives of Fiserv clients with trends, analysis, insight and research to help them improve their overall business performance. The Boardroom Series membership is comprised of 46 percent banks, 41 percent credit unions, and 13 percent other financial institutions.

"We are very proud of the Boardroom Series and its rapid growth over the past year, which we believe reflects the industry's need for timely information regarding regulatory, environmental and technology behavior change shifts underway," said Mark Sievewright, senior vice president, Strategic Marketing at Fiserv, who oversees the Fiserv Boardroom Series. "We tapped a need for an online thought leadership community for our clients when we created a new channel to provide the latest information and insights to support their strategic planning activities and help them succeed. The fundamental strength comes from our ability to leverage the knowledge and expertise of our deep bench of subject matter experts across Fiserv."

Features provided on the Boardroom Series by Fiserv subject matter experts include: executive briefings, videos, webinars, polls, client case studies, virtual events and weekly updates. Topics covered in the past year include: "Digital Transformation in the Financial Services Industry"; "What Keeps a Bank CEO Awake at Night"; "[Key Issues Facing Financial Services Executives in 2010](#)"; "Deposit Transformation - How to Find Opportunity in Regulation E"; "[The Oldest Form of Payment, in Demand More Than Ever](#)", and "[Riding the Next Wave of Check and ACH Processing](#)".

To view a sample of videos from the Boardroom Series go to <http://www.fiserv.com/webcasts.htm> or visit the Fiserv YouTube channel at [www.youtube.com/fiserv](http://www.youtube.com/fiserv).

A complimentary membership to the Fiserv Boardroom Series, is available to all Fiserv clients by enrolling at <http://communities.fiserv.com>.

Sarah Hamel, first vice president, Retail Product Group Manager, [MB Financial Bank](#), headquartered in Chicago with assets of more than \$10 billion, was the 6,000<sup>th</sup> member to join the Fiserv Boardroom Series. Hamel, who enrolled in the Boardroom Series after attending Card Payments 2010, a Fiserv Client Conference held in June, was [awarded an Apple iPad in recognition](#).

"Fiserv has been our partner at MB Financial Bank for more than a decade, so I am thrilled to be the 6,000<sup>th</sup> member of the Fiserv Boardroom Series. It's a highly beneficial site that allows you see trends, analysis and the latest legislation which impacts banking and product management. Plus, I really like the case studies to see what other banks are doing and which solutions they are using," said Hamel.

Jim Stewart, Chief Technology Officer, United [Community](#) Banks, located in Blairsville, Ga., with assets of \$7.8 billion, logs onto the Fiserv Boardroom Series several times a month for the latest data and trends. "The Boardroom Series has been very valuable to us as a customer and representative of the industry. I especially enjoy the Week in Review because it's a quick, concise read on topics that are important to our banks," said Stewart.

Last month, Fiserv also launched its first segmented community within the Boardroom Series, the Credit Union Regulatory Compliance Community which provides credit union clients with information on the latest regulations governing their market. Additionally, members within this community are able to ask questions directly to Fiserv compliance officers.

"The Fiserv Boardroom Series and the Credit Union Regulatory Compliance Community allow our clients, who have many things in common, to share information, case studies and benchmarking. Some of our most viewed content relates to Regulation E which impacts almost all of our clients and this two-way communication has been invaluable to our financial institution clients," Sievewright added.

### **About MB Financial Bank**

MB Financial Bank is a locally-operated financial institution that has been delivering competitive personalized service for 100 years to businesses and individuals who live and work in the Chicago metropolitan area. MB has more than \$10 billion in assets and nearly 90 locations. Information about MB can be found at [www.mbfinancial.com](http://www.mbfinancial.com).

### **About United Community Banks, Inc.**

Headquartered in Blairsville, United Community Banks is the third-largest bank holding company in Georgia. United Community Banks has assets of \$7.8 billion and operates 27 community banks with 106 banking offices located throughout north Georgia, the Atlanta region, coastal Georgia, western North Carolina and east Tennessee. The Company specializes in providing personalized community banking services to individuals and small to mid-size businesses. United Community Banks also offers the convenience of 24-hour access through a network of ATMs, telephone and on-line banking. United Community Banks common stock is listed on the NASDAQ Global Select Market under the symbol UCBI. Additional information may be found at the Company's web site at [www.ucbi.com](http://www.ucbi.com).

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

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