



May 19, 2011

Hudson Valley Bank Selects Fiserv

- | Integrated solution set to increase overall efficiency and help manage organic growth and acquisitions
- | Fiserv technology will enable the Bank to continue to offer cutting edge products and exceptional service
- | Robust commercial banking functionality to give bank customers improved lending processes and more advanced servicing

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that Yonkers, N.Y. based Hudson Valley Bank has selected an integrated banking solution set based on its Signature™ bank platform. A regional community bank focused on the financial needs of local businesses and professional services firms, Hudson Valley Bank has experienced significant growth over the past few years. The bank sought a technology upgrade to help increase overall efficiency, develop sustainable process improvements and manage growth.

"In this digital age, our customers expect us to offer the latest technology and delivery systems to help them grow their businesses. We are a much larger bank than we were just five years ago, and we need integrated systems that operate efficiently and cost-effectively to successfully compete in our marketplace," said James J. Landy, President and Chief Executive Officer, Hudson Valley Bank. "Upgrading our core and ancillary systems with Fiserv will position Hudson Valley at the forefront of new technology, as we offer our customers cutting edge products and the exceptional service they have come to expect from us. The focus of these investments is to enable us to better serve our customers, meet their current and future needs and position the bank for continued growth and success."

Fiserv provides a complete commercial banking solution to help Hudson Valley Bank and other organizations like it to maximize their assets, provide greater insight into their customer base and increase sales while managing risk and fraud.

"To help us provide compelling products and services, it was vital that we find the right technology partner," said Howard Bruck, Chief Information Officer, Hudson Valley Bank. "We chose Fiserv after a thoughtful and detailed selection process involving representatives from all areas of the bank. We are confident that we made the right choice of product and partner."

The Signature bank platform and other Fiserv solutions can help commercial banking customers achieve a more efficient and customer-centric lending process. In addition, tools provided by Aperio™ give bank representatives a full view of a customer's relationship with the bank in one location, which helps improve servicing and understanding of customer needs.

"Fiserv is committed to helping Hudson Valley Bank achieve ongoing success, and offer clients innovative offerings and superior service levels. Our integrated solutions will help drive efficiencies, facilitate customer service and scale with the bank's growth strategy," said Dave Santi, division president, Bank Solutions, Fiserv. "We will help them take full advantage of all the Fiserv solutions and we look forward to a long term partnership."

Additional Resources

- | Hudson Valley Bank - <http://www.hudsonvalleybank.com>
- | Fiserv bank platforms - http://www.fiserv.com/sol_bank_platforms.htm

About Hudson Valley Bank

Founded in 1971, Hudson Valley Bank is the largest independently-owned commercial bank headquartered in Westchester County New York. With more than \$2.6 billion in assets and 35 branches throughout the metropolitan New York area and Connecticut, Hudson valley regularly receives high marks for financial soundness and customer satisfaction. HVB specializes in providing a full range of financial services to businesses, professional services firms, not-for-profit organizations and individuals; and provides investment management services through a subsidiary, A. R. Schmeidler & Co.,

Inc. Hudson Valley Holding Corp.'s common stock is traded on the NASDAQ Global Select Market under the ticket symbol "HUVL" and is included in the Russell 3000® Index. For additional information, visit www.hudsonvalleybank.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.

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Source: Fiserv, Inc.

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