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Fiserv's Personix Unit Expands Custom Card Capabilities by Adding Digital Technology; Advanced Digital Printing Makes it Easier to Completely Customize Cards

STAFFORD, Texas--July 18, 2005--Fiserv, Inc. (Nasdaq: FISV) announced today that its Personix unit expanded its already extensive digital printing capabilities by adding HP Indigo s2000 presses to its Nashville production facility. The HP Indigo will be used for full-color, short-run, variable printing and complement Personix Nashville's broad spectrum of custom printing capabilities.

Steve Knapp, senior vice president and general manager of the Personix Nashville operation, said the HP Indigo press represents a remarkable advance in short-run digital printing. "With this press, we can produce high-quality, full-color cards faster using variable images, text, colors, substrates, bar coding and other options, and increase our overall capacity at the same time," Knapp said.

According to Knapp, the HP Indigo digital technology allows Personix clients to target messages and quickly respond to industry changes while eliminating costly inventory storage charges and the risk of excess inventory.

The HP Indigo technology purchased by Personix is a state-of-the-art specialty press designed for printing on plastic and a variety of other substrates. Characterized by superior registration and quality, the Indigo s2000 applies lamination over the printing to increase durability - a particularly important benefit for cards that are read or swiped repeatedly, Knapp said.

"There are only a few Indigo presses currently in use for card manufacturing, so this investment by Personix sets the company apart as a leader in its custom card capabilities," Knapp said.

Knapp said security also played a role in choosing the HP Indigo technology. The press offers the option to incorporate covert security features such as invisible ink, alphanumeric codes, barcodes, microtext and digital watermarks into the card printing process. These features help to detect and prevent unauthorized card use.

Aside from the enhanced card capabilities, the HP Indigo also reduces proofing costs. With conventional printing, clients often need to proof on the press. With the HP Indigo, proofs are much more representative of the finished product for color. Many proofs are supplied on plastic, providing a 100 percent identical match to the finished card. Personix provides these proofs at no additional charge for each job, increasing accuracy. This added benefit also saves clients the expense and time associated with traveling to Personix facilities for press checks.

"For four-color work in low- to mid-range quantities, particularly those that call for variable printing, the HP Indigo is our ideal press solution," Knapp said.

Examples include financial institution cards (including Visa® and MasterCard® cards), healthcare ID cards, retail credit cards, telecom cards, membership cards, gift cards, employee ID cards and school/university ID cards.

Personix, a unit of Fiserv, Inc., is a leading provider of business-critical communications to the financial services, healthcare, telecommunications, investment services and retail markets. Personix provides plastic card manufacturing, personalization and mailing services and high-volume laser printing, mailing and electronic document delivery solutions to more than 9,000 clients worldwide. Personix is on the Internet at www.personix.com.

Fiserv, Inc. (Nasdaq: FISV) is a provider of information management systems and services to the financial and health benefits industries, including transaction processing, outsourcing, business process outsourcing and software and systems solutions. The company serves more than 16,000 clients worldwide, including banks, credit unions, financial planners/investment advisers, insurance companies and agents, self-insured employers, lenders and savings institutions. Headquartered in Brookfield, Wis., Fiserv reported \$3.4 billion in processing and services revenues for 2004. Fiserv was ranked the largest provider of information technology services to the U.S. financial services industry in the 2004 FinTech 100 survey by the American Banker newspaper and the Financial Insights research firm. Fiserv can be found on the Internet at www.fiserv.com.