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## **Fiserv Scores Landmark Three Million Managed Accounts on Industry-Leading Platform**

### **Number of portfolios on APL platform tops three million**

**Brookfield, Wis., November 16, 2009** -Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that on October 30, 2009 the number of portfolios managed and traded on the company's APL<sup>SM</sup> platform topped three million for the first time, a milestone that followed one of the most challenging periods in financial services history. Over the past 12 months, Investment Services from Fiserv helped existing clients launch new programs and added net new clients across its managed account products, including Unified Managed Accounts (UMA), Mutual Fund Advisory (MFA) and Financial Advisor Workbench<sup>SM</sup>.

"The last year has presented the financial services industry with challenges we have never seen. Even in this difficult environment, Investment Services from Fiserv has remained a technology leader focused on meeting our clients' needs today while continuing to invest in the future," said Mike Gianoni, president of Investment Services from Fiserv. "We built on our leadership in wealth management solutions by staying focused on offering sponsor firms and professional money managers premier solutions delivered in a modern technology infrastructure, utilizing a service oriented architecture (SOA) based platform."

Gianoni added, "Account growth in Mutual Fund Advisory in particular has increased significantly over the past 12 months, reflecting in part the baby boomer generation moving toward more packaged products like mutual fund advisory to manage their retirement. As they are helping their customers realign their goals and strategies, more clients than ever are benefiting from the industry-leading products, service and experience of Investment Services from Fiserv."

The majority of the new accounts on the APL platform came from the UMA, MFA and Financial Advisor Workbench platforms. The Fiserv platform for managing UMAs recently surpassed one million sleeves, reinforcing the company's position as the industry leader in the UMA marketplace, with nearly 70 percent of industry participants utilizing its UMA functionality which supports all types of overlay portfolio management including passive, active and hybrid.

Over the past 12 months, MFA accounts also achieved significant growth, a reflection of Investment Services' competitive advantage in this market. The key features in MFA include a specific design for MFA, automated portfolio re-balancing, automated systematic processing and the ability to handle Exchange Traded Funds (ETFs) along with core portfolio management portfolio accounting, performance and management reporting, reconciliation tools, and interfaces to enable straight through processing.

Financial Advisor Workbench, a solution designed for the "rep as manager" market, also expanded its account base and users significantly over the past 12 months. The current and expected growth in advisor-based accounts is attributed to the current economic environment, and will have a significant impact on the new capabilities added to this advisor-based platform, including option trading and support.

"While we're proud to have topped three million portfolios and one million UMA sleeves on APL, we believe this is only the beginning," said Gianoni. "Our continued investment in technology and core operations allow Fiserv to reinforce our position as the market leader, continually providing top-of-the line solutions and service to our clients. As the most widely used platform in the industry today, we remain focused on delivering solutions that enable our clients to produce top-line growth and lower operational costs while driving expansion in the managed solutions and wealth management industry."

#### **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).

For more information contact:

**Media Relations:**

Jeff Zack

RF For more information contact:

Binder

Senior Managing Director

212-994-7504

[jeff.zack@rfbinder.com](mailto:jeff.zack@rfbinder.com)

**Additional Fiserv Contact:**

Lori Stafford-Thomas

Assistant Vice President

Corporate Communications

Fiserv, Inc.

262-879-5130

[lori.stafford@fiserv.com](mailto:lori.stafford@fiserv.com)