



January 20, 2011

## Bank Intelligence Solutions from Fiserv Announces 2011 ICBA Webinar Series

Brookfield, Wis., January 20, 2011 - [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced its 2011 ICBA Webinar Series, *Performance Navigation - Defining Your Best Route*. For the sixth consecutive year, Bank Intelligence Solutions from Fiserv, an endorsed Preferred Service Provider of the Independent Community Bankers of America (ICBA), will partner with the ICBA to offer complimentary, monthly educational events for community bank executives.

Throughout the webinar series, attendees will gain insight to help them determine how to best drive high performance amidst the "new realities" of the banking industry. Bank Intelligence Solutions experts will provide the latest market data and practical advice that community bank executives can apply to tackle some of the biggest challenges their institutions face in managing profitability, growth and risk.

The first webinar in the series will debut on January 20 at 2:00 p.m. ET with [Small Business - Maximize Your 2011 Opportunity](#). Led by Kevin Morgan, senior bank strategist, Bank Intelligence Solutions, Fiserv, this webinar will equip attendees with information to develop effective strategies for capturing lucrative small business customers. Executives will learn how to analyze their markets and define the niches and the products that best meet businesses' needs. They will also gain knowledge of how to assess their competition in order to clearly differentiate their franchise.

The recommended audience for this webinar series is Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, finance officers and senior management involved in strategic planning, finance, retail delivery and marketing for their financial institutions.

To register for these events and obtain a full schedule of the topics that will be addressed this year, visit [www.bankintelligence.fiserv.com/ICBAwebinars](http://www.bankintelligence.fiserv.com/ICBAwebinars).

### Upcoming Events:

- | [Small Business - Maximize Your 2011 Opportunity](#)  
Thursday, January 20, 2011 from 2:00 p.m. to 3:00 p.m. ET
- | [Lessons Learned From the Most Efficient Banks on Mainstreet](#)  
Thursday, February 17, 2011 from 2:00 p.m. to 3:00 p.m. ET
- | [What should I do with my branches? A practical guide.](#)  
Thursday, March 17, 2011 at 2:00 p.m. to 3:00 p.m. ET

### Additional Resources:

- | Small Business - Maximize Your 2011 Opportunity - <http://biwebinars.fiserv.com/?id=7016000000KosXAAS>
- | Lessons Learned From the Most Efficient Banks on Mainstreet - <http://biwebinars.fiserv.com/?id=7016000000Kpb3AAC>
- | What should I do with my branches? A practical guide - <http://biwebinars.fiserv.com/?id=7016000000KrTkAAK>

### 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).

For more information contact:

Media Relations:

Tracey Frederickson  
Critical3 Marketing  
603-880-7413  
[tfrederickson@comcast.net](mailto:tfrederickson@comcast.net)

Additional Contact:  
Julie Nixon  
Public Relations Manager  
Fiserv, Inc.  
678-375-3744  
[julie.nixon@fiserv.com](mailto:julie.nixon@fiserv.com)