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## **Personix Unit of Fiserv Partners With Art Plus Technology to Deliver Enhanced Information Design Capabilities; High-Impact Designs of Customer Communications Drive Efficiency and Incremental Revenue**

STAFFORD, Texas, Apr 04, 2006 (BUSINESS WIRE) -- Personix, a leading provider of high-volume personalized customer communications and enterprise output solutions and a business unit of Fiserv, Inc. (Nasdaq:FISV), today announced its selection of Boston-based Art Plus Technology, Inc. (APT) as its recommended design firm. As recognized experts in effective document design and integration with leading-edge document production environments, APT will supply Personix with enhanced information and graphic-design capabilities and personalization strategies for its extensive range of service offerings, including its comprehensive Web Client Control Center™ (WC3) application.

By selecting APT as its design partner, Personix will further enhance and strengthen WC3's effectiveness for clients. Clients who leverage APT's industry knowledge and graphic design expertise along with WC3's web-based message and document management will deliver targeted communications in a more efficient manner than ever before.

"WC3's personalization capabilities provide a broad and flexible palette for our designers," said Elizabeth Gooding, president and CEO of Art Plus Technology, Inc. "We can create design variations that Personix' customers can control and populate via the web to direct messages, or completely different formats, to target demographic groups or specific individuals. We expect our combined strengths to demonstrate significant value to clients with strategic communications needs."

"This partnership supports a number of Personix objectives focused on perfecting the client experience," said Todd Stine, senior vice president for Personix. "Using our web interface is easier for clients and helps them capitalize on the value of placing customer-facing transactional documents at the center of their marketing strategy -- clear and concise communications, increase impact on revenues and create consumer loyalty."

Clients will have an opportunity to see examples of the combined capabilities of Personix and APT at a variety of upcoming conferences and tradeshow. APT's designs incorporate and highlight WC3's dynamic targeted messaging and personalization capabilities, as well as elements of Personix' document production environment. First, Personix is sponsoring the 2006 Financial Communications Forum in Boston on April 24-26 and then the 2006 Healthcare Communications Forum in Minneapolis on September 10-11.

### **About Personix**

Personix is a Fiserv company (Nasdaq:FISV) and a leading provider of business-critical communications to the financial services, healthcare, telecommunications, investment services and retail markets. Using sophisticated software technology and leading production capability, the company provides high-volume laser printing, mailing and electronic document delivery solutions and plastic card manufacturing, personalization and mailing services to more than 9,000 clients. Headquartered in Houston, Texas, Personix's is a unit of Brookfield, Wis.-based Fiserv, Inc. For more information, visit [www.personix.com](http://www.personix.com)

### **About ArtPlus Technology**

Art Plus Technology, Inc. (APT) helps companies to build relationships through every customer-facing document produced - effectively, efficiently and profitably. Nearly 1 in 10 Americans receive documents created by APT. Since 1988, our clients have consistently garnered industry awards for their customer communications. APT supports continued advancement in the industry through development of the Financial and Healthcare Communications Forums. For more information visit [www.artplustechnology.com](http://www.artplustechnology.com)

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