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## **Fiserv Named the Top Vertical Practice in Financial Services and Ranked 34th on the VAR500**

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that it was named the Top Vertical Practice in Financial Services by the Everything Channel, a division of United Business Media and the premier provider of IT channel-focused events, media, research, consulting and sales and marketing services. Additionally, the Everything Channel ranked Fiserv 34<sup>th</sup> on the [2010 VAR 500](#), a list of the largest solution providers in the North American IT reseller channel. The VAR500 ranks the leading revenue producers among solution provider organizations in North America and serves as the definitive list of the most influential solution providers.

"Technology providers in every sector have been weathering a challenging economy, but none more so than financial services, so it is particularly gratifying to be recognized as the top vertical practice," said Don MacDonald, Executive Vice President and Chief Marketing Officer, Fiserv. "This award is a testament to the hard work of our associates and their daily focus on serving our clients. Technology is forever changing the ways in which consumers and businesses are served by their financial institutions, with complex infrastructures behind these new services, and we are proud to be in partnership with our clients to drive this digital transformation."

On June 8, Fiserv was recognized for its ranking as the Top Vertical Practice and for its placement on the VAR500 at the VAR500-CIO50 Conference and Awards, which took place in New York City.

### **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).

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Source: Fiserv, Inc.