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Fiserv, Social Assurance Partner to Offer Social Media Management and Compliance Solution to the Financial Industry

- Social Assurance offers leading social media management and compliance solution to banks, credit unions and investment advisors
- Partnership extends streamlined access to social media management to the more than 16,000 Fiserv clients
- Solution helps financial institutions of all sizes implement effective social media campaigns with built-in workflows for compliance and archival

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today it has signed a reseller agreement with [Social Assurance](#) to extend access to social media marketing and compliance solutions to banks, credit unions and investment advisors.

With [proposed social media guidance from the FFIEC](#), as well as myriad regulations governing advertising, financial marketing and employee engagement on social channels, financial institutions and their agents face special considerations when entering into social media. Social Assurance helps financial providers develop and implement strategies to support their marketing and communications goals, while also supporting compliance. The partnership between Social Assurance and Fiserv will bring this depth of expertise as well as social engagement tools to Fiserv clients.

“Social media is becoming a mainstream channel for companies to connect and share with consumers, yet many of the social tools in the marketplace don’t address the unique business models and regulatory considerations of financial institutions,” said Nikki Waters, senior vice president, Consumer Marketing, Fiserv. “Social Assurance provides our financial clients with a platform to build meaningful social communities for consumers, while maintaining approvals and workflows that reduce the potential business and monetary risks of non-compliance.”

Social Assurance introduced its social management platform in 2011. It combines compliant workflows, and marketing engagement with social media management tailored for financial services. Fiserv and Social Assurance share a mutual understanding that financial institutions depend on relationships, and many of those relationships are often cultivated through social media.

“Our software and services recognize the immediate value of social interactions,” said Ben Pankonin, CEO of Social Assurance. “Community is the core of financial institutions, and

Fiserv is the leader when it comes to technology advances in financial services. Social Assurance is prepared to help Fiserv clients expand into social media channels.”

About Social Assurance

Social Assurance, founded in 2011, is a leading social media management solution for banks, credit unions and financial advising firms. With continuous monitoring, workflows and integrated content Social Assurance gives financial services companies a platform to connect for customer service, sales and marketing using social media platforms. For more information, visit SocialAssurance.com

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

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