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Fiserv Delivers New Customer Value Enhancement Products for Financial Services

Fiserv to utilize Microsoft Dynamics CRM for additions to consumer, commercial and small business, private and wealth banking segments

BROOKFIELD, Wis.--(BUSINESS WIRE)--

Fiserv, Inc. (NASDAQ: FISV), a leading provider of information technology services to the financial industry, today announced that its Customer Value Enhancement (CVE) group will provide banking specific configurations that utilize the Microsoft Dynamics Customer Relationship Management (CRM) 4.0 platform for its consumer, commercial and small business, private and wealth banking segments. Building CVE products on Microsoft Dynamics CRM will enable Fiserv to provide a solid foundation for helping financial institutions improve the way they acquire, retain, expand and service customers.

Fiserv CVE has created role-based customizable templates covering informational needs, management dashboards and best practice processes, which will be embedded into the Microsoft Dynamics platform. CVE customers can optionally also take advantage of CVE's proven change management consulting along with its blended learning offering which uses a combination of eLearning, workshops and coaching to drive sustainable behavior change in the workforce.

"With nearly 25 years of global retail banking experience, Fiserv is an authority in helping banks improve the management of their customer relationships in a sustainable and profitable manner," said Nick Wilde, managing director, Fiserv Customer Value Enhancement group. "This is one step in our Fiserv 2.0 initiative which is focused on continually finding ways to help our financial institution clients achieve even more significant and sustainable organic growth from their franchise."

"Fiserv 2.0 is about our clients' success," said Tom Warsop, Group President of Fiserv, Inc. "Our leadership position is based on providing industry-leading technology solutions, which are responsive to the needs of the market, and delivered by the best people in our industry. CVE is a great example of Fiserv working with Microsoft to be ahead of the curve and meet the needs of our clients."

"Improving customer interactions and experience is at the forefront of every financial institution's concern," says David Vander, managing director, Financial Services, Worldwide at Microsoft. "Microsoft and its partners are committed to developing technologies that enable our customers to provide the highest possible level of service, often across multiple

media. By leveraging the Microsoft Dynamics CRM platform for the Fiserv CVE applications, Fiserv is helping its customers achieve greater profitability by providing better service to their clients."

Fiserv last month won the 2008 Microsoft Partner of the Year Global Independent Software Vendors (ISV) Line of Business Special Recognition award. The Microsoft Partner Program Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions during the last year.

About Fiserv, Inc.

Fiserv, Inc. (NASDAQ: FISV), a Fortune 500 company, provides information management and electronic commerce systems and services to the financial and insurance industries. Leading services include transaction processing, outsourcing, electronic bill payment and presentment, investment management solutions, business process outsourcing (BPO), software and systems solutions. Headquartered in Brookfield, Wis., the company is the leading provider of core processing solutions for U.S. banks, credit unions and thrifts. Fiserv was ranked the largest provider of information technology services to the financial services industry worldwide in the 2004, 2005 and 2006 FinTech 100 surveys. In 2007, the company completed the acquisition of CheckFree, a leading provider of electronic commerce services. Fiserv reported nearly \$4 billion in total revenue from continuing operations for 2007. For more information, please visit www.fiserv.com.

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Source: Fiserv, Inc.