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Fiserv Delivers Thought Leadership Community Exclusively for its Financial Institution Clients

Fiserv Boardroom Series allows bank and credit union executives to tap into exclusive data, insights and trends

BROOKFIELD, Wis.--(BUSINESS WIRE)-- Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that it has built a unique thought leadership community, the [Fiserv Boardroom Series](http://communities.fiserv.com), designed exclusively for its clients. Through the Fiserv Boardroom Series, subject matter experts from Fiserv share business insights, market trends and research data providing financial institution leaders with the latest information to help them plan for their future. Fiserv clients may sign up for the Boardroom Series at <http://communities.fiserv.com>.

"The Fiserv Boardroom Series provides our clients with the latest information to support their strategic planning activities and improve their overall business performance," said Mark Sievwright, senior vice president, Strategic Marketing at Fiserv, who heads the Fiserv Boardroom Series. Sievwright has 30 years of experience in the financial services industry. Before joining Fiserv in 2004, he held senior leadership roles at HSBC in London, MasterCard International in Brussels, Payment Systems, Inc. in Florida and served as president and chief executive officer of TowerGroup, a leading research and advisory firm for the financial services industry.

The Fiserv Boardroom Series community offers multi-media tools, including videos, executive briefings, webinars, white papers and more. Fiserv launched the Boardroom Series in the summer of 2009 and so far has enrolled more than 2,300 executives, representing more than 1,000 banks and 600 credit unions, about ten percent of its client base. Fiserv clients can join [the Boardroom Series](http://communities.fiserv.com) at no cost.

"Our sole objective for this program is to provide our clients with information and insights that can help them navigate the dynamic marketplace we are in today and prepare them for the opportunities on the horizon," said Don MacDonald, Executive Vice President and Chief Marketing Officer of Fiserv. "Fiserv clients need access to relevant consumer and industry data, information and insights that can help them shape both business strategy and tactical execution. At Fiserv we are committed to our clients' success and we will continue to look for new innovative ways to help them achieve best-in-class results."

Roger Plott, senior vice president of commercial services for Capital Bank, with \$1.7 billion in assets headquartered in Raleigh, N.C., said the Fiserv Boardroom Series offers immediate and insightful content from a trusted source. "Every day there are changes in the

financial services industry and staying on top of that can be extensive. The Fiserv Boardroom Series gives us a broader view of what is happening in the financial services industry today. It is a valuable resource to provide insights, trends and best practices on the latest developments in banking."

"We are reaching out to our clients, giving them value-added content in a new and collaborative way by creating this community online. This is a resource we are offering exclusively to our clients as part of our relationship. Our vision is to facilitate a two way conversation to share ideas, insights and viewpoints, partnering with them to help them grow their business," Sievewright added.

To fulfill this vision of interactive communities, Fiserv selected Jive Software as its partner to deliver the Boardroom Series. A leader in online community software, Jive Software was highlighted in Gartner, Inc.'s 2009 "Magic Quadrant for Social Software in the Workforce"¹. The next-generation enterprise communication and social business platform is scalable for meeting the long term plans Fiserv has to connect with clients through popular online community functionality.

"The Fiserv Boardroom Series helps us to monitor the business climate continuously and adjust to the changes when necessary with objective insights from our trusted partner, Fiserv," said Gary Furtado, President and Chief Executive Office of Navigant Credit Union, one of the largest credit unions in Rhode Island with \$1.1 billion in assets.

If you are a client of Fiserv, you may sign up for the Fiserv Boardroom Series by visiting <http://communities.fiserv.com>. To see a video overview of the [Fiserv Boardroom Series](http://bit.ly/boardroomseries) go to <http://bit.ly/boardroomseries>.

¹ Gartner, Inc. "Magic Quadrant for Social Software in the Workplace," by Nikos Drakos et al., Oct. 22, 2009

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. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrated its 25th year in 2009. For more information, visit www.fiserv.com.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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Source: Fiserv, Inc.