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## **Fiserv Recognized for Innovative and Imaginative Use of Business Technology on InformationWeek Elite 100 List**

- InformationWeek Elite 100 tracks the IT practices of the nation's most innovative organizations
- Fiserv selected as finalist for Business Innovator award in Security category
- CardFree Cash from Fiserv cited as leading business technology initiative

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that it has been named to the 2016 InformationWeek Elite 100, a prestigious list of the most innovative and imaginative users of business technology in the United States.

“At Fiserv, we understand that life moves fast, and people need financial services that fit seamlessly into the rhythm of their lives,” said Cliff Skelton, Group President, Enterprise Technology, Fiserv. “This is recognition of our focus on innovation, equipping clients with solutions that deliver the speed and convenience their customers demand.”

Fiserv has also been selected as a finalist by InformationWeek for a Business Innovator Award in the Security category. CardFreeCash<sup>SM</sup> from Fiserv, a first-of-its-kind solution that offers secure, convenient and immediate access to cash without a physical card at thousands of ATMs nationwide, was cited as a leading business technology innovation.

CardFree Cash enables customers to get cash at an ATM or merchant without surcharges by using a token instead of a payment card. CardFree Cash provides added protection with definable withdrawal and transaction limits, access code time limitations and virtually eliminating ATM skimming, which results in an estimated \$1billion in fraud losses a year globally, according to industry experts.

“As business success becomes even more dependent on the ability to innovate in information technology, being represented on the InformationWeek Elite 100 list is one of the biggest honors a company can achieve,” said Susan Nunziata, editorial director of InformationWeek. “It’s a validation of efforts by the business to make IT a game-changer.”

This is InformationWeek’s 28<sup>th</sup> year identifying and honoring the nation’s most innovative users of information technology. The InformationWeek Elite 100 research tracks the technology-based investments, strategies and results of some of the best known organizations in the country. Unique among corporate rankings, the InformationWeek Elite 100 spotlights the power of business technology innovation.

CardFree Cash will be showcased at two upcoming industry events - [ICBA Community Banking Live](#) March 6 to 10 in New Orleans in Booth 714; and [BAI Payments Connect 2016](#) March 7 to 9 in San Diego.

In a world that is moving faster than ever before, Fiserv helps clients deliver solutions that are in step with the way people live and work today - financial services at the speed of life. Learn more at [TheSpeedofLife.com](#).

#### **Additional Resources:**

- CardFree Cash from Fiserv - [www.fiserv.com/resources/cardfree-cash-atm-operators-brochure.aspx](http://www.fiserv.com/resources/cardfree-cash-atm-operators-brochure.aspx)
- InformationWeek Elite 100 - [www.informationweek.com/elite100](http://www.informationweek.com/elite100)

#### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a leader in financial services technology, and today is among FORTUNE® magazine's World's Most Admired Companies and Forbes magazine's America's Best Employers. For more information, visit [www.fiserv.com](http://www.fiserv.com).

#### **About InformationWeek**

For more than 30 years, InformationWeek has provided millions of IT executives worldwide with the insight and perspective they need to leverage the business value of technology. InformationWeek provides CIOs and IT executives with commentary, analysis and research through its thriving online community, digital issues, webcasts, proprietary research and live, in-person events. InformationWeek's award-winning editorial coverage can be found at [www.informationweek.com](http://www.informationweek.com). InformationWeek is organized by UBM Americas, a part of UBM plc (UBM.L), an Events First marketing and communications services business. For more information, visit [ubmamericas.com](http://ubmamericas.com).

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