



# Fiserv Recognized for Financial Technology Innovation by *Bank Technology News*

*Company earns a top spot on "The Innovators" annual ranking based on strong product delivery in 2008 Peter J. Kight Lifetime Achievement Award presented to Martin Lippert, Citigroup COO*

**Brookfield, Wis., November 18, 2008** – Fiserv, Inc. (NASDAQ: FISV), a leading provider of information technology solutions to the financial industry, today announced that the company has been named to the annual list of "The Innovators" by *Bank Technology News*. Fiserv ranked second overall and was the top ranked company on the 2008 list, which profiles the financial services industry's 25 most advanced people, companies and technologies. Honorees were recognized November 17 during a dinner reception at the Hard Rock Live hotel in Orlando, Florida.

The Innovators of 2008 awards reception featured keynote speaker Martin Lippert, Chief Operating and Technology Officer of Citigroup, who was presented with The Peter J. Kight Lifetime Achievement Award for his outstanding career achievements and commitment to excellence in technology innovation. The award is named in honor of Pete Kight, the founder of CheckFree who is now Vice Chairman of Fiserv.

"Fiserv is playing a leading role in shaping the future of financial services," said Holly Sraeel, Editorial Director of *Bank Technology News*. "This is the second consecutive year in which Fiserv has taken one of the top spots on The Innovators list, with President and Chief Executive Officer Jeff Yabuki receiving the first place ranking in 2007. The company has a vision for this industry, and has executed against that vision this year by delivering a portfolio of products that are moving financial services forward."

In 2008, Fiserv launched multiple products that enable financial institutions to capitalize on changing social and demographic trends. Fiserv MyMoney allows users to manage their financial accounts from within the Facebook Platform, while Fiserv Consumer Source Capture enables individuals and small businesses to deposit checks from home or the office using a standard desktop scanner. These solutions ensure that financial institutions will be able to connect with and meet the needs of the next generation of customers.

Fiserv has also delivered solutions that help financial institutions enhance efficiencies, such as Fiserv Automotive LOS eContracting, an electronic contract processing tool that facilitates the use of paper-free automotive finance contracts.

"Fiserv is revolutionizing the way consumers and businesses interact with their financial service providers, and is partnering with those providers to improve efficiencies," says Jeffery Yabuki, President and Chief Executive Officer of Fiserv. "Our top ranking on



The Innovators affirms that we are making progress toward our goal of bringing financial institutions solutions that allow them to thrive in an evolving market.”

The Innovators award presented by *Bank Technology News* recognizes the 25 most progressive people, companies and technologies in financial services. More than 200 innovators were considered for the 2008 awards. A complete list of honorees can be viewed at [www.banktechnews.com](http://www.banktechnews.com).

**About *Bank Technology News* and SourceMedia, Inc.**

*Bank Technology News*, [www.BankTechNews.com](http://www.BankTechNews.com), the industry's source of technology coverage, provides critical information and analysis on the relationship between banking strategy and technology execution at financial institutions. As banks and other financial organizations focus intently on facilitating business objectives, meeting compliance guidelines and achieving a return on investment for technology purchases, *Bank Technology News* focuses on the players, companies and innovations that enable institutions to play by new rules and establish benchmarks by which their performance and regulatory compliance will be enhanced.

SourceMedia, an Investcorp company, is the pre-eminent provider of timely and essential news, analysis, research, and insights for members of the financial services community, and the related fields of professional services and technology. SourceMedia offers its clients and subscribers professional publications, industry-standard data applications and in-depth seminars and conferences.

**About Fiserv, Inc.**

Fiserv, Inc. (NASDAQ: FISV), a Fortune 500 company, provides information management and electronic commerce systems and services to the financial industry. 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 account processing solutions for U.S. banks, credit unions and thrifts with more than 6,000 clients worldwide. InformationWeek magazine selected Fiserv as the top ranked company in the Banking and Financial Services category, and chose Fiserv No.4 overall on the 2008 *InformationWeek 500*. Fiserv was ranked the largest provider of information technology services to the financial services industry worldwide in the 2008, 2006, 2005 and 2004 FinTech 100 surveys. For more information, please visit [www.fiserv.com](http://www.fiserv.com).