



BridgePortfolio.com Selects Message Workflow Manager from Fiserv

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Automated account processing solution embraces messaging standards, critical industry needs

Brookfield, Wis., March 25, 2010 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that BridgePortfolio.com, Inc. a leading industry provider of flexible, customized private-labeled platforms and back office support for the financial services industry, has selected Message Workflow ManagerSM from Fiserv as its messaging solution to process managed accounts. A scalable, central messaging solution, Message Workflow Manager will enable BridgePortfolio.com to more efficiently process its managed account data as a result of the solution's workflow technology that introduces a single point of entry to various data sets and accommodates all pertinent messaging standards using APLSM from Fiserv. APL is the leading portfolio management platform for managed accounts with more than three million accounts managed on its platform.

Responding to an industry need for scalable technology that facilitates multiple message sets, Message WorkFlow Manager provides investment managers, sponsors, custodians and third parties with a single point of entry into their account data and life cycle. The solution supports the processing of key Managed Account operations including new account opening, client request processing and account termination. By eliminating the need for manual data entry, Message WorkFlow Manager has provided BridgePortfolio.com with a solution that can both lower their operational costs and reduce possible errors. BridgePortfolio.com is using Message Workflow Manager in particular to automate all 19 messages offered within the solution. Since going live on February 16, the company has already realized a noticeable improvement in the speed and accuracy of how client data is updated and retrieved.

"Message Workflow Manager will enable us to enhance our account origination and maintenance through a single point of entry and, through unparalleled account automation, will trigger big changes in our processes," said Chad Meyer, Chief Executive Officer, BridgePortfolio.com, Inc. "This solution seamlessly integrated our existing technology with APLSM from Fiserv, and will be a major driver of further account growth."

"We are pleased that BridgePortfolio.com selected Message Workflow Manager from Fiserv to streamline its managed accounts processing," said Cheryl Nash, senior vice president of strategic marketing and business development for Investment Services, Fiserv. "The scalable solution was created in response to our clients' needs in this changing environment for automation and operational efficiencies; while at the same time embracing communication standards. This solution can enhance efficiencies and reduce costs for companies of all sizes - including firms like BridgePortfolio and larger financial services providers like PNC. We remain committed to providing technology solutions that streamline operations and deliver revenue growth for our clients."

Investment Services technology and workflow solutions enable hundreds of financial institutions to process separately managed accounts, unified managed accounts and mutual fund advisory accounts, and customized portfolios for individual and institutional investors, which represent about 65 percent of total managed account portfolios industry-wide. The APL platform from Fiserv continues to be a leader in investment technology, with more than three million portfolios managed and traded on the platform.

About BridgePortfolio®

BridgePortfolio is a leader in developing flexible, customized, private-labeled asset management platforms for investment advisors, investment managers, broker-dealers, field marketing organizations, financial planners, banks and trust companies. Their mission is to help these companies to profitably deliver investment advisory services, including ETF and mutual fund wrap model portfolios, and SMA and UMA programs.

Founded in 2000, the company has approximately 65 customers (called partners) across the United States with almost \$2 billion in assets under administration. BridgePortfolio has developed a diverse menu of services that can be outsourced, including private label website development and hosting; efficient online account setup; account administration; performance reporting; model portfolio trading; billing; third-party separate account management and private label separate account platform creation and maintenance. For more information, please visit <http://www.bridgeportfolio.com>.

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.

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