



## **Fiserv to Address Revenue Expansion and Online Financial Management at BAI Retail Delivery Conference**

October 18, 2010

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**Brookfield, Wis., October 18, 2010** - [Fiserv, Inc.](http://www.fiserv.com) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that Ken Patrick, managing director of Revenue Enhancement Solutions at Fiserv and Matt Wind, senior vice president of Comerica Bank, will present the Product Management Summit keynote at BAI's Retail Delivery Conference (RDC), on October 19, from 12:00 - 1:00 p.m. PDT. The keynote, titled "Grow Revenue and Deposits with a Shift to Value Exchange", will take place in the Mandalay Bay Convention Center.

In the session Patrick and Wind will discuss what retail banks can do to bring value to their customers in the wake of constricted credit and fee restructuring. They will address the shift in both philosophy and products that financial institutions need to build long term relationships with their customers, and offerings such as micro-loans, incentive-based accounts and loyalty programs. Attendees will learn about the lift in transactions and deposit growth associated with adopting a value-exchange strategy.

Additionally, Fiserv will preview the newest personal financial management capabilities within the Corillian® Online banking service during a "Rapid-fire" session titled "Personal Financial Management for the Masses", in Ballroom F on Tuesday from 3:15 - 4:00 p.m. PDT.

Fiserv will showcase technologies helping drive the digital transformation on the exhibition floor in Booth #727, including source capture solutions, bank and credit union platforms, revenue enhancement solutions, online and mobile banking, and payments solutions, among others.

Follow @Fiserv on Twitter at <http://www.twitter.com/fiserv> for additional Fiserv news from the 2010 BAI Retail Delivery Conference.

### **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. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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