

Fiserv's Personix Leads in Study of Document Production and Delivery Best Practices



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Company ranks #1 for the third consecutive survey, showcasing its ability to help clients streamline processes, improve production controls and manage costs

Brookfield, Wis., January 30, 2009 – For the third consecutive time, the Personix business unit of Fiserv, Inc. (NASDAQ: FISV) earned industry-leading scores in Madison Advisors' 2008 Best Practice Analysis (BPA). As in 2003 and again in 2005, the company ranked No. 1 in the 2008 BPA with scores 21.6% above average scores. The BPA is a comprehensive assessment that examines best practices across converging markets of high-volume output, print on demand and electronic delivery operations. Analyzing processes, performance and capabilities of Personix and its peer service providers, the study covers more than 700 data points to rate leading practices quantitatively.

The BPA study compared Personix's aggregate print and mail facilities with the best practices benchmarks established in Madison Advisors' ongoing Best Practices assessment. The study evaluated five key areas that are relevant to the success of document production facilities: technology, operational efficiency, strategic vision, organization, and activity costs.

"We're proud of the accomplishments that the BPA highlights," said Jorge Diaz, president of Fiserv Output Solutions. "The BPA shows that Personix is highly efficient in managing the total client communication lifecycle. We are grateful to our clients for allowing us the privilege to serve them and appreciative of our 2,000 employees who every day deliver value to our client's business critical documents".

About Madison Advisors

Madison Advisors, an advisory firm, exists to advance the print and electronic communications objectives of Fortune 1000 companies. The company's analysts provide advisory services for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications. Through

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short-term, high-impact engagements (measurable in days or weeks, not months), Madison Advisors offers expertise and advisory services that directly help clients achieve hard and specific return on investment (ROI) related to their enterprise output goals and objectives. The company's analyst team has an extensive background in the enterprise output industry, enabling Madison Advisors to offer its clients unique, objective perspectives and unparalleled guidance for their print and electronic communications initiatives. For more information about Madison Advisors, visit www.madison-advisors.com or call (817) 684-7545.

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.

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