



March 10, 2009

## **Fiserv Rings the Opening Bell on NASDAQ on March 11 to Mark its 25th Year and Welcome Enhanced Market Approach and New Brand Identity**

BROOKFIELD, Wis., Mar 10, 2009 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ: FISV), the world's leading provider of financial services technology solutions, today announced Fiserv President and Chief Executive Officer Jeffery Yabuki will ring the bell at NASDAQ on March 11 to open the trading session. The Opening Bell ceremony is designed to mark the company's 25<sup>th</sup> year and to herald the enhanced market approach and new brand identity launched last month to focus all the strengths and innovations of Fiserv under one master brand with a new brand mark.

"We are celebrating our 25<sup>th</sup> year, by once again affirming Fiserv's commitment to our clients to lead the transformation of financial services technology. We have the expertise, innovation and experience to provide the next generation of solutions to help our clients grow their business and increase their profitability," said Yabuki. "An even stronger focus on innovation, along with the strength and stability that have helped define Fiserv for the past 25 years will make it even more rewarding for the more than 16,000 clients we serve today."

Fiserv announced last month the company's organizational structure had been aligned to streamline its market approach and accelerate production innovation to focus on client relationship management and product development. Joining Yabuki on the NASDAQ platform will be the leaders of those two Fiserv divisions, Steve Olsen, Group President, Depository Institution Services, and Tom Warsop, Group President, Financial Institution Services.

A live webcast of the NASDAQ Opening Bell will be available starting at 9:15 am Eastern Time at [http://www.nasdaq.com/reference/marketsite\\_about.stm](http://www.nasdaq.com/reference/marketsite_about.stm).

### **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 celebrates its 25<sup>th</sup> year in 2009. For more information, visit [www.fiserv.com](http://www.fiserv.com).

*FISV-G*

SOURCE: Fiserv, Inc.

#### **Media Relations:**

Fiserv, Inc.  
Lori Stafford-Thomas  
Assistant Vice President  
Corporate Communications  
262-879-5130  
[lori.stafford@fiserv.com](mailto:lori.stafford@fiserv.com)  
or

#### **Investor Relations:**

Fiserv, Inc.  
David Banks  
Vice President  
Investor Relations  
262-879-5055  
[david.banks@fiserv.com](mailto:david.banks@fiserv.com)