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## ICBA Extends Exclusive Relationship with Fiserv

**Brookfield, Wis., February 23, 2011** - [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that it has again been named a Preferred Service Provider by The Independent Community Bankers of America (ICBA). Bank Intelligence Solutions at Fiserv initially partnered with ICBA in 2005 and under this new three-year agreement, which lasts through December 31, 2013, ICBA members will continue to receive exclusive discounts on subscriptions to BancAnalyst<sup>®</sup> Financial and BancAnalyst<sup>®</sup> Market online advisory tools from Fiserv.

Through the Preferred Service Provider program, the ICBA recognizes the distinct value specific products and services deliver for community banks. The ICBA performs a rigorous review process when considering companies for renewal and closely monitors members' experiences with these Preferred Service Providers throughout the term of each agreement.

"ICBA extended its exclusive relationship with Bank Intelligence Solutions from Fiserv because its BancAnalyst tools provide community bankers with measurable benefits by giving them the insight they need to better allocate limited resources and manage their institution's performance," said William R. McDaniel, chairman of the ICBA Bank Services Committee. "These online advisory solutions play a key role in helping our members to make decisions on critical banking issues such as developing effective fee income and branching strategies in today's challenging environment."

"We take great pride in our long relationship with ICBA. It speaks to our unique ability to equip bank executives with quantifiable analysis and specific conclusions from which they can drive their strategic and tactical plans to build long-term franchise value," said Steve Cotton, president of Bank Intelligence Solutions, Fiserv. "In the six years that we have worked closely with the ICBA, we have significantly expanded our business, and helped our clients to expand theirs."

In addition to offering ICBA members exclusive discounts as a Preferred Service Provider, Bank Intelligence Solutions from Fiserv hosts a monthly educational Webinar series which is free for ICBA members. These events have been widely anticipated and heavily attended by community bank executives since they were launched in 2005. Fiserv has hosted approximately 10,000 ICBA webinar attendees since that time. For more information about the Webinar Series visit [www.bankintelligence.fiserv.com/ICBAwebinars](http://www.bankintelligence.fiserv.com/ICBAwebinars).

### About ICBA

The Independent Community Bankers of America, the nation's voice for community banks, represents nearly 5,000 community banks of all sizes and charter types throughout the United States and is dedicated exclusively to representing the interests of the community banking industry and the communities and customers we serve. For more information, visit [www.icba.org](http://www.icba.org).

### 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).