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## **Fiserv Efforts Aid American Cancer Society**

**King of Prussia, Pa., March 9, 2011** - [Fiserv](#), Inc (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that it is again helping celebrate the mission of the American Cancer Society by participating in its national Daffodil Days fundraising program.

Since 1973, the Daffodil Days program has been helping to raise funds and awareness to save lives from cancer. This is the third year that Fiserv associates are participating in the program. More than two dozen of the company's associates have signed up to sell the spring-blooming flowers to friends, relatives and neighbors.

"In addition to being the first flower of Spring, the daffodil is also a recognized symbol of hope for cancer patients throughout the community," said Shannon Zaplitny, Fiserv accounting associate. "Every dollar that our associates contribute counts towards the battle against cancer is important, especially in times like these when people need our help more than ever."

Zaplitny said that in 2009, the first year Fiserv participated in the program, associates contributed \$884.00 to the Cancer Society through the sale of daffodils. In 2010, the amount contributed by associates reached nearly \$1,000. In the Society's East Central region, the 2010 Daffodil Days campaign resulted in more than 17,000 orders and raised more than \$4 million.

This year, daffodils sold by Fiserv associate will be distributed during the week of March 14-21.

### **Additional Resources:**

American Cancer Society - <http://www.cancer.org/Involved/Participate/DaffodilDays/index>

### **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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