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## **Fiserv Awarded "Best Innovation in a Loyalty Program" for UChoose Rewards®**

BROOKFIELD, Wis., Jun 19, 2009 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that it was awarded the "Best Innovation in a Loyalty Program" for its UChoose Rewards<sup>(R)</sup> solution by Cards International, the card sector's leading newsletter. The publication assessed applicants based on the development of a truly new and unique innovation for its loyalty program.

"UChoose Rewards is considered one of the stand-out innovations to have emerged in the loyalty market in recent years," said Victoria Conroy, editor of Cards International. "Fiserv's offering is timely given the increasingly important role that merchants and smaller financial institutions are playing in the payments space as the larger institutions rein back their investment in their own loyalty programs."

UChoose Rewards from Fiserv received several nominations from readers of Cards International and also received special commendations from members of the Awards judging panel. "Of all the loyalty offerings that came under consideration this year, UChoose was unanimously regarded as a truly innovative proposition in a very competitive category," said Conroy.

UChoose Rewards from Fiserv is a rewards and loyalty product that provides rewards capabilities for financial institution clients. The ability to allow clients to choose from merchant-funded or issuer-funded programs--or a blend of the two--to meet their specific profitability objectives speaks to the innovation of UChoose Rewards; as does its emphasis on local merchant recruitment, which enables clients to nominate smaller-scale neighborhood merchants to participate along with national chain stores. UChoose Rewards enables clients to build programs based on the wants and needs of their cardholders, with options for debit, credit and opening an account. In addition, financial institutions have the opportunity to give customers the ability to combine points earned for all their bank or credit union accounts.

"This recognition from Cards International reinforces Fiserv's momentum in the loyalty rewards market," said Rahul Gupta, president, Card Services, Fiserv. "UChoose Rewards gives our financial institutions the ability to create a rewards program that fits their needs. Adding points for debit card usage is an especially important area right now, because it allows financial institutions to reward account holders for one of the fastest growing payment methods. It reinforces customer relationships, and everyone wins."

For more information on UChoose Rewards from Fiserv, please visit <http://www.fiserveft.com/public/Solutions/default.asp>.

### **About Cards International**

Cards International is the card sector's leading newsletter, delivering news, features and comment on the key issues and issuers in the global cards industry. CI is published by VRL Knowledgebank, a trusted source to the global finance community delivering up-to-the minute news, analysis, surveys, interviews, unique research and in-depth reports. Aimed at and read by senior executives across the globe, VRL's portfolio of publications boasts objective, credible, content about the world's evolving financial and professional services markets. Delivered online, in-print and face-to-face, VRL information is valued by over 12,000 leading blue chip companies in more than 70 countries worldwide. Other key titles within the portfolio include: Retail Banker International, Private Banker International, International Accounting Bulletin, The Accountant, Life Insurance International, Electronics Payments International, Motor Finance and Leasing Life.

### **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).

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