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Fiserv Customer Centered Solutions Launches New IntelligEnt Sales Force Application

PITTSBURGH, Dec 21, 2006 (BUSINESS WIRE) -- Fiserv Customer Centered Solutions (CCS), a unit of Fiserv Inc. (Nasdaq:FISV) today announced the availability of the IntelligEnt Sales Force application. The IntelligEnt Sales Force application provides a unique sales tool to the financial services market through its ability to access core transaction systems, provide industry-specific business processes and integrate to back-end data warehousing, accounting and fulfillment systems.

The IntelligEnt Sales Force application was successfully launched at LSB The Bank and is widely used across their branch retail network and commercial and small business departments. LSB The Bank used IntelligEnt Sales Force as the catalyst to drive a new sales culture throughout their organization. Using IntelligEnt Sales Force, LSB has been able to identify and route referrals, track opportunities between business line silos and customize their officers' sales desktops to better manage complex sales across the organization.

"We chose IntelligEnt Sales Force to improve our sales effectiveness and synergies across the bank," said Richard Balentine, Director of Technology and Operations at LSB The Bank. "Our most recent success was improving efficiencies and increasing sales production of an extensive cash management program."

"IntelligEnt Sales Force is uniquely designed with core integration for the financial institution industry to support sales within commercial or retail networks and does a great job of integrating with back-end systems," said Regis Rapp, Fiserv Customer Centered Solutions president. "We built this application because we found that mid-tier banks were struggling to automate their sales activities particularly in the area of how the retail and commercial groups interact. The robust business process management tool helps to drive relationship-driven sales opportunities within organizations to produce greater returns from their sales efforts. This allows the sales staff to efficiently enhance forecasting; manage referrals, contacts and leads; analyze pipeline opportunities and interact with other departments across the enterprise." Rapp adds, "Another key advantage is IntelligEnt's integration with InformEnt, our award-winning data warehousing solution, to deliver enterprise-wide business intelligence to maximize your sales efforts by deepening your understanding of your customers and prospects. "

About LSB The Bank

LSB Bancshares Inc. (Nasdaq:LSBK) parent company of LSB The Bank has built a solid business in central North Carolina over the last 57 years. LSB The Bank is a growing community bank that places emphasis on strong community involvement. Established in 1949, LSB The Bank provides banking services from 25 offices in Davidson, Forsyth, Guilford, Randolph and Stokes counties with a mortgage production office in Wake County. Additional information is available at www.lsbnc.com.

About Fiserv Customer Centered Solutions

Fiserv Customer Centered Solutions (CCS), a unit of Fiserv Inc., provides solutions that enable financial institutions and service providers to drive profit by effectively leveraging information technology. CCS specializes in delivering analytics, business intelligence, business process management and sales and service solutions to banks, credit unions, mortgage service providers and specialty finance companies. Please visit Fiserv CCS at www.ccs.fiserv.com.

About Fiserv Inc.

Fiserv Inc. (Nasdaq:FISV), a Fortune 500 company, provides information management systems and services to the financial and health benefits industries. Leading services include transaction processing, outsourcing, business process outsourcing (BPO), software and systems solutions. The company serves more than 17,000 clients worldwide and is the leading provider of core processing solutions for U.S. banks, credit unions and thrifts. Fiserv was ranked the largest provider of information technology services to the financial services industry worldwide in the 2004, 2005 and 2006 FinTech 100 surveys. Fiserv Health provides health plan management, pharmacy benefits management and BPO services to the managed care market and self-funded commercial and government employers and health plans. Headquartered in Brookfield, Wis., Fiserv reported more than \$4 billion in total revenue for 2005. For more information, please visit www.fiserv.com.

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