



November 21, 2014

Sending Money with Popmoney Person-to-Person Payments Triggers Donations to Charity this Holiday Season

- | **One dollar will be donated to Good360 each time someone uses the Popmoney® personal payment service at a participating financial institution**
- | **Nearly 200 banks and credit unions across the U.S. are participating**
- | **Promotion is underway and runs through Dec. 31**

Brookfield, Wis. (November 21, 2014) - [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced the launch of Season of Giving, a charitable giving campaign benefitting the 501 (c)(3) nonprofit organization [Good360](#). From Nov. 1 through Dec. 31, each time someone sends money using the Popmoney® personal payment service at one of nearly 200 participating financial institutions, one dollar will be donated, up to \$50,000, to Good360. A list of participating banks and credit unions can be found at <http://fisv.co/good-360>.

Good360 connects businesses who have excess goods with the charities and people who need them. They work with companies, individuals and a network of more than 40,000 pre-qualified charities in communities throughout the world to distribute more than \$300 million in products each year, helping children, veterans, families, disaster relief efforts and more.

"This Season of Giving campaign will help unleash nearly \$1.5 million in product donations to help improve people's lives," said Cindy Hallberlin, president and CEO of Good360. "Every \$1 donated to Good360 allows us to distribute an average of \$30 worth of essential products. Popmoney users will be giving a lot of good this holiday season, and we're incredibly grateful for this partnership."

With Popmoney, consumers can send money to and receive money from friends, family and others they know or owe using their existing bank account*. The Popmoney service allows users to send money electronically using the recipient's name and email address or mobile phone number. The service is commonly used for sending and receiving money for rent, splitting shared bills, and monetary gifts. While monetary gifts are a top-five Popmoney payment type year-round, there is a marked increase in gifting payments during the holiday season.

Fiserv research conducted in 2013 revealed that 94 percent of Americans would welcome money as a gift. Giving the gift of cash while facilitating a donation to a trusted nonprofit is a great way to ensure everyone on the list gets what they really want. Monetary gift givers can even send recipients a personalized [eGreeting](#), which is delivered to the recipient along with the notification that they have been sent money.

"With giving back at the top of mind for many Americans during the holiday season, we felt this was the ideal time to make it possible for people to give money by sending money," said Tom Roberts, senior vice president of marketing, Electronic Payments, Fiserv. "The nearly 200 banks and credit unions participating in the Season of Giving are providing people with one more compelling reason to use Popmoney."

*Terms and Conditions Apply.

For more information about person-to-person payments or to sign up, visit www.Popmoney.com. To follow Popmoney on Facebook or Twitter, visit facebook.com/popmoney or twitter.com/popmoney.

About Fiserv

This year, Fiserv, Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE® magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

About Good360

Good360 is an international nonprofit that works with companies, charities and individuals to make the business of giving simpler, more efficient and more effective. The Alexandria, Va.-based organization was created in 1983, as Gifts in Kind International, to help companies efficiently donate slow-moving, obsolete and seasonal inventory to charitable organizations. These donated products - including new, nonperishable goods such as apparel, books, toys, personal care products, office and school supplies, computers and much more - are distributed to Good360's pre-vetted nonprofit network encompassing about 40,000 organizations. Today, Good360 is changing the face of philanthropy by creating a Circle of Good that allows companies, nonprofits and individuals to work together to do more social good together. The organization is accomplishing this through its technology initiatives, including the organization's [GivingPlace](#) technology platform and the launch of its [Disaster Recovery360](#) platform (planned for 2015). Good360 has been recognized by the Committee Encouraging Corporate Philanthropy, Verizon's Powerful Answers Awards and Forbes for its excellence, innovation and efficiency, respectively, in helping all of its partners do good, better. For more information, visit [Good360.org](#).

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