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Industry Veteran Lilly Straith Named Director of Sales for Revenue Enhancement Solutions at Fiserv

Brookfield, Wis., March 10, 2010 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that Lilly Straith has been named director of sales for the community banking and credit union markets for Revenue Enhancement Solutions. In this role, Straith will help community financial institution clients with strategic planning for deposit transformation and business growth, including Regulation E "opt in" optimization, new deposit products, and solutions to meet consumer liquidity needs.

"We are working closely with community banks and credit unions on strategies that have deposit growth potential, leveraging technology and consulting to deliver new types of services in response to recent regulatory changes. Lilly's leadership skills, product expertise, banking/consulting background and community financial institution experience will enable us to meet and exceed client demands now and into the future," said George Noga, senior vice president of Strategic Implementation for Revenue Enhancement Solutions at Fiserv.

Straith has more than 28 years of experience in the banking industry and 10 years in Revenue Enhancement Solutions consulting. Most recently, she served as a portfolio manager for Revenue Enhancement Solutions working with banks and credit unions in the South and Northeast. Prior to that, Straith lead community banking and credit unions sales in the Revenue Enhancement Consulting group, working with national and state associations.

Before joining Fiserv, Straith spent 14 years in management positions in retail banking and also worked as the national sales manager for global treasury management for a large Midwestern regional bank.

Straith earned a Bachelor's degree from Wayne State University and is a Certified Treasury Professional.

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 celebrated its 25th year in 2009. For more information, visit www.fiserv.com.

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