



February 6, 2012

## **Fiserv Strengthens its Investment Services Division with Key Leadership Appointment**

**Brookfield, Wis., February 6, 2012** - Fiserv, Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that Hilary Fiorella has joined the company as vice president of Business Development and Consulting Services for Investment Services at Fiserv. In this role, Fiorella will join the Investment Services leadership team and work with Fiserv clients to head a new Advisory Board program that will identify opportunities in the wealth management industry and the technology innovations to address them. Fiorella will also lead a new professional services team that will work with Investment Services clients on best practices including marketing and communications programs.

Fiorella has extensive experience as a business leader with a deep commitment to the financial services industry. Before joining Fiserv, Fiorella was on the leadership team of the Money Management Institute (MMI) for four years where she most recently served as vice president of marketing and communications. Prior to that, she led marketing for CheckFree Investment Services, which was acquired by Fiserv in December 2007.

"Hilary has tremendous industry experience and a full understanding of the business challenges and goals of the clients that we serve. Her strong relationships with executives across the wealth management industry provides insight into trends and best practices, which will help Fiserv develop the innovative technology solutions required for our clients to thrive," said Cheryl Nash, president, Investment Services, Fiserv. "Hilary's skills are critical as Fiserv expands and integrates its wealth management platform to address the evolving needs of the clients we serve."

Fiorella began her career at AT&T® in various product and business development roles. She is a graduate of Temple University in Philadelphia, Penn. with a Bachelor of Arts degree in English.

Fiserv has more than 3.4 million accounts on its wealth management platform and over one million UMA sleeves. With its acquisitions of AdviceAmerica financial planning technology and CashEdge data aggregation capabilities, Fiserv remains the leader in the financial services industry with technology that can support all functions of a wealth management business, from planning, trading, post-trade processing and investor reporting to fee billing and invoicing.

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

FISV-G

For more information contact:

### **Media Relations:**

Julie Nixon  
Senior Public Relations Manager  
Fiserv, Inc.  
+1 678-375-3744  
[julie.nixon@fiserv.com](mailto:julie.nixon@fiserv.com)

### **Additional Contact:**

Wade Coleman  
Director, Public Relations  
Fiserv, Inc.  
+1 678-375-1210  
[wade.coleman@fiserv.com](mailto:wade.coleman@fiserv.com)