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America First Credit Union Expands Mobile Banking with Mobiliti from Fiserv

- | America First Credit Union members can now access their Mobile Banking service via SMS, mobile browser, or downloadable application
- | Mobile Banking integrates tightly with America First's Online Banking, delivering a consistent experience across channels
- | 25,000 new users signed up for America First Mobile Banking within five weeks of the expanded service launch

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that [America First Credit Union](#) (AFCU), one of the largest credit unions in the United States, has launched [Mobiliti™ from Fiserv](#). With Mobiliti, AFCU members can access their accounts using SMS (text messaging), a mobile browser, and downloadable applications for Android™ or iPhone™ users. AFCU previously offered an application-only Mobile Banking service, which had 13,500 users. More than 25,000 new users enrolled in Mobile Banking within five weeks of launching the expanded service. In total, more than 13 percent of the credit union's Online Banking users are now enrolled in Mobile Banking.

"Surging adoption shows that there is an appetite among our members to access mobile services in multiple ways, and we know we made the right decision in expanding the AFCU Mobile Banking service to support all three major access modes," said Rich Syme, senior vice president, America First Credit Union. "Our members are telling us they appreciate that usability."

Using Mobiliti, AFCU members can monitor account activity, locate branches and ATMs, receive alerts, transfer funds and pay bills. The credit union plans to add remote deposit capture capability in early 2012.

The robust functionality of Mobiliti and the platform's ability to scale to support new users and functionality led to AFCU's selection of the service, and the credit union's existing relationship with Fiserv was also a contributing factor.

With the launch of Mobiliti, AFCU focused on delivering a consistent experience across the online and mobile channels. Mobiliti integrates seamlessly with AFCU's existing Online Banking and Bill Pay technologies, Corillian Online® and CheckFree® RXP® from Fiserv, allowing members to view multiple accounts with only one login. Members see the same account names and have access to the same information across both Online and Mobile Banking. AFCU also offers members ZashPay®, a person-to-person (P2P) payments service from Fiserv.

"Consumers are increasingly looking to the mobile channel to get financial information and make quick transactions," said Erich Litch, division president, Digital Channels, Fiserv. "By taking a broad, long-term approach to their mobile banking and payments strategy, AFCU is equipped to meet its members' needs today and into the future."

Additional resources:

- | Fiserv Mobile Solutions — www.fiserv.com/mobile
- | America First Credit Union Mobile Banking — <http://ow.ly/6ulgV>
- | Images of America First Credit Union Mobile Apps — <http://ow.ly/6ullR>; <http://ow.ly/6ulor>

About America First Credit Union

America First Credit Union was founded at Fort Douglas in Salt Lake City, Utah, on March 16, 1939, by a small group of people determined to form a cooperative to promote their collective economic well-being. In its 72-year history, America First has become one of the largest, most stable and most progressive credit unions in the country, and has remained a member-owned, not-for-profit financial institution. Today, America First has 101 branches, and is the 11th largest credit

union in assets in the United States with more than \$5 billion, and the 7th largest credit union in membership with over 555,000 members. For more information, visit www.americafirst.com.

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. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit www.fiserv.com.

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