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Fiserv Business Unit, Personix, Selected to Provide Edge-to-Edge Photo Capabilities for PAYjr® Cards

System Gives Generation Y Ability to Express Itself Through Pre-Paid Cards and Financial Institutions a Key Differentiator

HOUSTON, Jul 24, 2007 (BUSINESS WIRE) -- Personix, a business unit of Fiserv, Inc. (NASDAQ:FISV), and PAYjr today announced they are delivering edge-to-edge photo design options to financial institutions for teen prepaid cards. This advanced customization allows the user to have a one-of-a-kind card that is unique to his or her lifestyle by allowing a personal digital photo printed on the card. This is a key feature of the new PAYjr Visa Buxx Cards, which are now available through a partnership announced last week. The PAYjr Visa Buxx Card is issued by BankFirst, Sioux Falls, SD, pursuant to a license with Visa U.S.A. Inc.

PAYjr is joining with Visa Buxx to offer one of the industry's most robust teen prepaid card programs. The PAYjr Visa Buxx Card combines PAYjr's intuitive user interface and chore/allowance tracking capabilities with the sophisticated, widespread infrastructure of Visa Buxx. Adding the Personix edge-to-edge photo capability enables teens to design their own prepaid cards using their digital photos, while software from Serverside Group provides upload and editing capabilities.

"Prepaid cards give teens flexibility and spending independence, in addition to teaching them personal financial management. And they are more likely to be enthusiastic about participating in the program if they have access to fun, personalized cards," said David Jones, chief executive officer of PAYjr. "With state-of-the-art technology, Personix is able to create edge-to-edge photo prepaid cards with amazing clarity. They offer a turn-key solution that few in the industry can match. These features give financial institutions a major differentiator in this competitive market by offering custom prepaid cards with teen appeal."

Financial institutions of all sizes have the opportunity to brand the turn-key teen program. Smaller independent financial institutions like credit unions can especially benefit from the offering and customization capabilities because they typically don't have in-house access to sophisticated printing and processing technologies. According to Steve Knapp, senior vice president and general manager for Personix, "Financial institutions are able to add their name and logo to the prepaid card, creating brand recognition, loyalty and differentiation."

Personix is a supplier of innovative card solutions to all types of financial institutions nationwide. Along with prepaid cards, the company offers its advanced edge-to-edge printing capabilities for credit, debit and ATM cards. According to Knapp, "Many financial institutions are excited about cards customized at the individual cardholder level. This is truly an example of marketing to a universe of one."

According to Ray Beauchamp, vice president, Association Services for the Credit Union Association of New Mexico, "The design-your-own card technology offered by PAYjr and Personix should be a perfect fit with the fiercely independent members of Gen Y. This generation demands the right to express themselves in all areas of their lives. PAYjr and Personix have hit the bull's-eye with these custom prepaid card offerings to teenagers."

"Our research shows a strong correlation between design customization and adoption for all financial transaction cards," says Knapp. "With PAYjr's access to the teen market, they are a perfect fit for our edge-to-edge photo offering."

About PAYjr

Headquartered in Dallas, Texas, PAYjr provides smart, practical and easy-to-use online tools that help parents teach their children about money management and budgeting. The company's central focus is helping kids make the connection between financial reward and effort, hard work and discipline, which ultimately establishes a lifetime of smart financial habits. PAYjr also works closely with banks, credit unions and major youth brands to help create market differentiation with branded and co-branded PAYjr programs. For more information, visit www.PAYjrCorp.com, www.PAYjr.com, or www.PAYjrVisaBuxx.com.

About Personix

Personix is a business unit of Fiserv Inc. (NASDAQ:FISV) and a leading provider of business-critical communications to the financial services, healthcare, telecommunications, investment services and retail markets. Headquartered in Houston, Texas, Personix uses sophisticated software technology and leading production capability to provide high-volume laser printing, mailing, electronic document delivery solutions and plastic card manufacturing, personalization and mailing services to more than 9,000 U.S. and international clients.

About BankFirst

Located in Sioux Falls, SD, BankFirst is a leader in the network branded prepaid card industry. The Stored Value Solutions division develops innovative solutions to meet the rapidly changing needs of the prepaid industry. The experienced BankFirst team offers great flexibility in creating programs that are shaping the prepaid market. www.bankfirstsvs.com
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About Fiserv, Inc.

Fiserv, Inc. (NASDAQ:FISV), a Fortune 500 company, provides information management systems and services to the financial and insurance industries. Leading services include transaction processing, outsourcing, business process outsourcing (BPO), software and systems solutions. The company serves more than 18,000 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. Headquartered in Brookfield, Wis., Fiserv reported more than \$4.5 billion in total revenue for 2006. For more information, please visit www.fiserv.com.

Editor's note: An example of card is available by emailing Lori Stafford.

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SOURCE: Personix

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