



March 15, 2012

## **Fiserv to Provide Insights and Innovations for the Retail Banking Community at CBA LIVE**

**Brookfield, Wis., March 15, 2012** - [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Fiserv thought leaders will speak at five sessions during CBA LIVE 2012, which will be held in Austin, Texas, March 19-21. The sessions will cover a range of issues facing the retail banking industry including home equity, revenue generation and payments. In addition to these speaking engagements, Fiserv will also be showcasing a number of its solutions, including Corillian Online<sup>®</sup>, CheckFree<sup>®</sup> RXP<sup>®</sup>, Mobiliti<sup>™</sup> and Popmoney<sup>®</sup>, on the show floor in booths #25 and #26.

### **Home Equity Forum: Economic Update**

Monday, March 19, from 2:15 - 3:30 p.m. CT

David Stiff, chief economist, Housing Industry, Fiserv

Noted Fiserv chief economist, David Stiff, returns to CBA LIVE to once again kick off the Home Equity Forum. In this session, Stiff will level-set the health of housing market with an analysis of the overall economic climate and trends in home prices. He will share his insights on the impact current and pending factors will have on mortgage, home equity and consumer lending across the board.

### **Panel Discussion: Innovating to Survive the Transformation of Retail Banking**

Tuesday, March 20, from 8:00 - 9:30 a.m. CT

- | Virginia Garcia, vice president, Strategic Marketing, Fiserv
- | Mark Jamison, managing vice president, Capital One Digital Innovation Lab
- | Steve Streit, chairman & chief executive officer, Green Dot Corporation
- | Moderator: Barbara Rehm, editor at large, *American Banker*

Garcia, along with panel-members Jamison and Streit, will discuss different approaches retail bankers can take to survive the current economic and regulatory environment. Specifically, Garcia will address products and services that will help differentiate and position financial institutions for success in this tough climate.

### **Panel Discussion: How Banks Can Win the Payments War**

Tuesday, March 20, from 10:00 - 11:00 a.m. CT

- | Jeff Dennes, senior vice president and chief digital officer, Huntington Bancshares
- | Jeffrey Kastelic, senior vice president, Deposit Product & Electronic Services, First Commonwealth Bank
- | Ginger Schmeltzer, senior vice president, Digital Channel Management, SunTrust Banks
- | Moderator: Virginia Garcia, vice president, Strategic Marketing, Fiserv

Customer experience is an integral part of the payments space. Garcia will moderate a discussion among bank executives that will address whether the traditional principles of payments still apply in this new environment. The session will examine the risk of banks falling behind in the payments space and provide advice on how to succeed. Topics discussed will include person-to-person payments, point-of-sale payments, merchant rewards, social media and mobile.

### **Deposits Product Management Strategy/Future of Deposits**

Monday, March 20, from 11:15 a.m. - 12:15 p.m. CT

- | Ken Patrick, director, Revenue Enhancement Solutions, Fiserv
- | Bill Jennings, manager, Revenue Enhancement Solutions, Fiserv

Ten years ago, consumer banking was on the path to commoditization, but that has changed and more differentiation and serious competition has emerged. In this session, Patrick and Jennings will use research findings to identify the products and strategies that financial institutions are now using to gain a competitive advantage. Topics will include the free checking model, mass-market retail banking investment, chasing the mass-affluent market and more. Attendees will be encouraged to

participate in the conversation in the post-discussion question and answer session.

**Panel Discussion: Expanding Revenue Opportunities through Value-Added Products**

Tuesday, March 21, from 9:15 - 10:15 a.m. CT

- | Jeffrey Burton, senior vice president and managing director, Revenue Enhancement Solutions, Fiserv
- | Wayne Conte, executive vice president, Business Development, Affinion Group
- | Sanjay Gupta, head, U.S. Banking & Corporations, Western Union Global Consumer Financial Services
- | Moderator: Hugh Gallagher, vice president, First Manhattan Consulting Group

Financial institutions are discovering new ways to grow revenue through value added products that can be sold in conjunction with a traditional deposit relationship. This session will feature Burton and other industry leaders that have successfully partnered with banks to offer new services that generate incremental revenue. The session will present business models for offering outsourced and co-branded products that have significant revenue potential.

**Additional Resources:**

- | CBA LIVE 2012 - <http://bit.ly/wiTHai>

**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).

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