



June 4, 2009

Fiserv White Paper Evaluates Profitability of Mobile Financial Services

Presentation on profitability to be given June 4 at Mobile Commerce Summit

Brookfield, Wis., June 4, 2009 Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, has published a white paper exploring how a strategic approach to mobile banking and payments can provide financial institutions with a tangible return on investment. The complimentary whitepaper, "How to Achieve a Compelling ROI from Mobile Financial Services," can be downloaded at www.checkfree.fiserv.com/fiwhitepapers.

In the current economic downturn, financial institutions are finding that it is important to implement a mobile solution that not only enhances the banking experience for customers, but also has the potential to reduce costs and drive revenue. The Fiserv white paper provides a roadmap to help financial institutions maximize the value of the mobile financial services channel, and shares Fiserv expertise in core competencies that include Payments and Customer & Channel Management.

Readers will gain specific insight into:

- | How per-transaction costs of the mobile channel compare to other banking channels;
- | Lessons that can be drawn from financial institutions' early approaches to online banking and applied to mobile banking;
- | Savings that can be realized by migrating consumers to the mobile channel based on actual mobile financial service usage data;
- | The key criteria for selecting a mobile financial services solution.

Fiserv mobile product manager Calvin Grimes will present a session exploring this topic at the Mobile Commerce Summit at M Resort Casino and Spa in Las Vegas, June 3 - 5. The luncheon session, "Mobile Banking and Payments: Achieving a Compelling ROI," will be held on June 4 at 12:45 p.m. PDT.

"Fiserv is committed to researching and understanding the latest trends in financial services, and exploring the unique nuances of the mobile channel, so we can become a better partner with our financial institutions," said Calvin Grimes, mobile product manager, Fiserv. "We are sharing this white paper to further discussion within the industry and to demonstrate that compelling financial metrics can be achieved through mobile financial services."

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

Media Relations:

Ann Cave
Senior Public Relations Manager
Electronic Banking Services
Fiserv, Inc.
678-375-4039
ann.cave@fiserv.com

Additional Fiserv Contact:

Lori Stafford-Thomas
Assistant Vice President
Corporate Communications
Fiserv, Inc.
262-879-5130
lori.stafford@fiserv.com