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Fiserv Innovations Named 2016 Pay Awards Winners

CardValet, CardFree Cash and UChoose Rewards from Fiserv vie for Best-in-Category Distinction

BROOKFIELD, Wis., February 5, 2016 – Fiserv, Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that CardValet®, CardFree CashSM and UChoose Rewards® from Fiserv have been selected by Paybefore as 2016 Pay Awards winners, a recognition of excellence in the worldwide prepaid, mobile and emerging payments industry.

“Consumers today are not thinking about technology,” said Vincent Brennan, president, Card Services, Fiserv. “They’re thinking about turning off their lost card, so no one can use it; about getting cash, even if they left their card at home; or about being rewarded when they buy.”

CardValet, a card management and fraud mitigation tool that enables cardholders to control how, where and when their cards are used, was named a winner in the Payments Technology: Best Mobile App category. CardFree Cash, which allows for card-free access to cash at participating ATMs, was recognized in the Payments Technology: Change Agent of the Year category, and loyalty program UChoose Rewards was featured in the Retail and Loyalty: Outstanding Rewards Program category.

“To be recognized for three separate innovations is a testament to the commitment here at Fiserv to delivering compelling and relevant experiences to our clients’ that move in step with their customers,” continued Brennan.

All three will now vie for Best-in-Category distinction, which will be announced during the 10th Annual Pay Awards ceremony on March 21 at the [All Payments Expo](#). Any Paybefore.com visitor can vote [here](#) for their favorite Best-in-Category contender until February 29, and voting is unlimited. The outcome of this vote will be aggregated and combined with judging panel picks to determine Best-in-Category honorees.

“We’ve been recognizing excellence and innovation in payments for 10 years. Once again, we saw nominees from across the globe tackling payments problems with mastery and ingenuity,” said Loraine DeBonis, Paybefore editor-in-chief and chair of the judging panel. “From Silicon Valley startups to established powerhouses, the winners in this year’s competition reflect a dynamic industry with no sign of slowing its pace of expansion and change. We’re proud to recognize the contributions Fiserv is making to advancing electronic payments.”

In a world that is moving faster than ever before, Fiserv helps clients deliver solutions that are in step with the way people live and work today — financial services at the speed of life. Learn more at [TheSpeedofLife.com](#).

Additional Resources:

- | 2016 Pay Awards Best-in-Category Voting – <http://paybefore.com/uncategorized/2016-pay-awards-best-in-category-voting/>
- | CardValet – <https://www.fiserv.com/payments/credit-debit/card-valet.aspx>
- | CardFree Cash – <https://www.fiserv.com/resources/cardfree-cash-atm-operators-brochure.aspx>
- | UChoose Rewards – <https://www.fiserv.com/customer-channel-management/uchoose-rewards.aspx>

About Paybefore

Paybefore is the leading information provider to prepaid, mobile and emerging payments industry professionals, offering the latest news, commentary and analysis. Paybefore’s family of media properties includes: Paybefore.com; *Pay News*; *Pay Gov*; *Pay Week*; *Pay Op-Ed*; *Pay Magazine*, *Pay Awards Magazine* and a global payments directory, *Pay Connect* available online. Visit us at www.paybefore.com.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a leader in financial services technology, and today is among FORTUNE[®] magazine's World's Most Admired Companies and Forbes magazine's America's Best Employers. For more information, visit www.fiserv.com.

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