



News Release

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For Immediate Release

IPS-Sendero Is Now Fiserv

Risk and performance management business changes name to Fiserv as part of an enhanced market approach and rebranding of Fortune 500 leader in financial services

Brookfield, Wis., February 23, 2009 – IPS-Sendero is now Fiserv. IPS-Sendero, formed from two companies that were acquired and then merged in 1996 by Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions; today announced it is changing its name to Fiserv. The change of the name and the brand unifies all Fiserv business units with a new, enhanced market approach and brand identity, affirming the company's commitment to its clients and to leading the transformation of financial services technology. The new Fiserv icon is representative of a further acceleration in the company's singular approach to the market and better anticipating changing client demands within a rapidly evolving environment.

IPS-Sendero, headquartered in Norcross Georgia, is the world-recognized leader in technology, education and professional services for corporate performance management in financial institutions. IPS-Sendero solutions support risk management, budgeting and planning, profitability measurement and financial accounting operations. The company also offers a broad range of related services, including comprehensive product support, consulting and implementation services, product training, education and research.

"IPS-Sendero has a long history of providing a comprehensive approach to risk and performance management to thousands of clients around the world. We are proud of our history of client satisfaction and will take that forward under the name and brand of Fiserv. This is a great opportunity for us to offer our clients the innovative products and strengths of a Fortune 500 company – all focused on one thing, serving the clients," commented Dave Ulrich, president, Risk and Performance solutions, Fiserv.



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This new Fiserv brand identity marks a fundamental shift in the company's approach to the market that began in 2006, when President and Chief Executive Officer Jeffery Yabuki reorganized the company around the Fiserv 2.0 strategic framework. This "2.0" vision of moving Fiserv to the next level was accelerated by the acquisition of financial technology innovators CheckFree, NetEconomy, Corillian and BancIntelligence. Today Fiserv clients have access to proven technologies and best practices available across a broad spectrum of online, mobile, front and back office, payments and processing infrastructures upon which financial institutions and corporations depend.

"We are focusing all of our technology expertise under one brand and one name, Fiserv. The financial landscape has changed forever for our clients, and we are prepared with innovative products and technologies to lead the transformation forward. This new brand strategy will allow Fiserv to build on our 25-year history of unparalleled client focus, strength and stability, and make it easier and even more rewarding to do business with our company," said Yabuki.

Jeanne Capachin, research vice president of global banking for Financial Insights, has covered Fiserv as an analyst for two decades, most recently to compile the FinTech list of top technology providers in the financial industry. To her, the master brand strategy is a good move for Fiserv. "I've seen a lot of market consolidation since we started the FinTech 100. For 25 years Fiserv has been a very successful holding company, acquiring companies and allowing them to function independently. As the market leader, it is to the company's advantage to align all of their assets in a cohesive manner. This change will allow Fiserv to focus all its technology expertise, and energies on one brand and one structure."

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.

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