



mFoundry and First Data Team Up for Mobile Solutions

First Data to Leverage mFoundry's Spotlight Platform for Mobile Financial Services

DENVER & SAN FRANCISCO, Aug 09, 2007 (BUSINESS WIRE) --

First Data (NYSE: FDC), a global leader in electronic commerce and payment services, and Sausalito-based mobile platform provider mFoundry announced today they have teamed up to work together to deliver mobile banking and payment services to U.S. and international mobile subscribers. This newly forged relationship will leverage each company's respective strengths in order to offer mobile operators, mobile subscribers, merchants and financial institutions a flexible and easy-to-use solution for mobile financial services.

"First Data is continuing to identify technology providers who will support our efforts to deliver a new generation of mobile phone-enabled payment services to financial institution and merchant clients," said Sara Bonn, chief product and innovation officer, First Data Financial Institution Services. "The adoption by wireless operators and financial institutions of the Spotlight Financial Platform(TM) was a critical factor in our selection of mFoundry as a mobile partner. As a leader in e-Commerce and payments solutions, mobility is a critical part of First Data's product roadmap."

mFoundry's Spotlight Financial Platform is intended to provide the technology necessary to bring a wide array of financial services to U.S. and international markets. In the relationship, First Data plans to offer the full Spotlight mBanking solution to the financial institution community. As a component of this relationship, First Data's STAR(R) Network and mFoundry expect to offer mobile banking opportunities to more than 5,400 financial institutions, giving STAR member organizations the ability to offer those capabilities to their customers in an easy, cost-effective way.

In addition, First Data will work with mFoundry to offer its stored value and credit products in conjunction with the Spotlight solution, with the goal of delivering flexible, easy and convenient features - such as balance inquiries and transaction history - to consumers. Finally, both companies have agreed to pursue opportunities as they arise to support Near Field Communication (NFC) solutions that will be rolled out by the mobile operators, merchants and financial institutions. mFoundry and First Data intend to jointly work with mobile operators and financial institutions to bring mobile banking and financial services to their customers.

"First Data is a leader in processing and payments and will be a key partner for mFoundry moving forward," said Drew Sievers, mFoundry's CEO and co-founder. "They will help us build the critical bridge between mobile banking and mobile payments solutions around the world."

Banks and banking analysts have been closely watching the developing mobile banking space and estimate that there are more than 2 billion mobile subscribers globally. Recent industry reports predict that by 2011, nearly 99 percent of handsets will be capable of accepting transactions, and revenues from mobile offerings may reach \$88 billion, indicating a significant potential for mobile banking to achieve the level of every day use. The collaboration between experts in the financial services industry and experts in mobile applications is a very powerful formula for marketplace success.

For more information, please visit www.mfoundry.com or www.firstdata.com.

About mFoundry

mFoundry is an award-winning mobile application platform provider. mFoundry's Spotlight Financial Platform offers a complete financial services solution for financial institutions, wireless carriers and their customers. Spotlight incorporates mFoundry's leading mobile banking and payments product into the platform and has been adopted by some of the largest banks and carriers in the U.S. For more information, please visit www.mfoundry.com.

About First Data

First Data Corp. (NYSE: FDC) is a leading provider of electronic commerce and payment solutions for businesses worldwide. Serving over 5 million merchant locations, 1,900 card issuers and their customers, First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. The company's portfolio of services and solutions includes merchant transaction processing services; credit, debit, private-label, gift, payroll and other prepaid card offerings; fraud protection and authentication solutions; receivables management solutions; electronic check acceptance services through TeleCheck; as well as Internet commerce and mobile payment solutions. The company's STAR Network offers PIN-secured debit acceptance at 2 million ATM and retail locations.

For more information, visit www.firstdata.com.

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SOURCE: First Data

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