



## First Data Corp. to Acquire Data Analytics Company Intelligent Results

OMAHA, Neb., Feb 20, 2007 (BUSINESS WIRE) -- First Data Corp. (NYSE:FDC), a global leader in electronic commerce payments today announced that it has signed an agreement to acquire Intelligent Results, a customer data analytics and decision management software company.

Intelligent Results has developed a proprietary customer analytics and decision management platform that integrates and automates the data analytics to action process. The company currently serves clients in the financial services, utilities and government services markets.

"The acquisition of Intelligent Results allows us to continue to secure transaction processing volume by integrating high-quality, value-added analytics products into the processing stream, and clearly supports First Data's strategies of growing its core business and expanding its products," said Sara Bonn, chief product and innovation officer, First Data. "The complementary strengths of First Data and Intelligent Results will result in a safe and secure deployment of advanced technology for product development and deployment."

"Joining the First Data family will enable Intelligent Results to evolve our products at a faster pace and leverage the strengths of a company that has a 35+ year history of providing secure, high-volume complex transactions services for many of the world's leading financial institutions and merchants," said Kelly Pennock, CEO, Intelligent Results.

First Data anticipates closing the transaction in the first quarter of 2007.

Financial terms were not disclosed.

### About First Data

First Data Corp. (NYSE:FDC) is a leading provider of electronic commerce and payment solutions for businesses worldwide. Serving 4.9 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; 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](http://www.firstdata.com).

### About Intelligent Results

Intelligent Results enables companies in financial services, utilities, telecom, government, and retail to manage their business more dynamically with a new standard in customer analytics and decision management. The Intelligent Results PREDIGY(TM) software platform allows companies to better understand and predict customer behavior and then quickly plan and operationalize targeted strategies. This empowers companies to improve the customer experience, allocate resources more effectively, and increase profitability. Intelligent Results' approach, platform and applications result from 20 years experience that began in the national labs. [www.intelligentresults.com](http://www.intelligentresults.com)

Additional information regarding this announcement is available at <http://ir.firstdatacorp.com>.

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SOURCE: First Data Corp.

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