

## 2008 Best Practices in Retail Financial Services Symposium

### *“Securing Your Future in a New Era”*

*The industry-leading event for senior executives in retail financial services.*

2007 will prove to be an historic year in the transformation of US financial markets - the impacts and shockwaves from the “Credit Crisis” continue to reverberate around the financial services industry and have fundamentally changed certain aspects of it. What hasn’t changed is the need for financial institutions to pursue profitable growth strategies and, looking forward, some of the key questions facing us have a familiar look to them:

- **How will US financial services emerge from this far-reaching period of change?**
- **What changes will occur in how we manage and view risk in our business?**
- **How are customers and delivery channels changing?**
- **What do we need to do to competitive effectively in this new era?**
- **What strategies will determine sustainable success in driving profitable growth?**

As an attendee at the **2008 Best Practices in Retail Financial Services Symposium**, you will hear from leading executives whose companies are not only at the forefront of change but are demonstrating “best practice” in one or more of these areas:

- **Business Growth**
- **Delivery & Distribution Channels**
- **Brand Management**
- **Risk Management & Compliance**
- **Operating Effectiveness**

I invite you to hear these perspectives and to exchange ideas at what is universally considered the premier business conference in retail financial services.

The 2008 “Best Practices in Retail Financial Services Symposium” will be held March 9-11, 2008, at the Sawgrass Marriott Resort & Spa in Ponte Vedra Beach, Florida.

I look forward to seeing you there!

Best regards,



Mark Sievewright,  
Corporate Senior Vice President, Fiserv, Inc.