



SERVICELINK, FNF'S NATIONAL LENDER PLATFORM ANNOUNCES CORPORATE REBRANDING

Promotes the company's integral position within Fidelity National Financial

PITTSBURGH, PA., October 6, 2009 – ServiceLink, a leading provider of origination and default services, today announced a corporate rebranding initiative. With this rebranding ServiceLink has maintained its name but has updated the logo incorporating both the Fidelity colors and brand.

The initiative consolidates all product offerings of origination, default, technology and business consulting under the new ServiceLink brand. It also better aligns the company's integral position within Fidelity National Financial (NYSE: FNF) and highlights its robust offerings that drive performance through the life of the loan.

"Our national lender platform and management team have been serving lenders and servicers for the past two decades. Our name has always been synonymous with the highest levels of customer service," said Jeff Coury, ServiceLink President and CEO. "This rebranding changes our logo and colors but does not change our Serve First culture and commitment to providing the products and support clients need to drive performance through the life of the loan."

"Given ServiceLink's momentum and its position as Fidelity National Financial's only national lender platform, we believe now is the right time to launch the rebranding of the company," said Randy Quirk, Fidelity National Financial President. "The new look more fully connects the strength and stability of Fidelity National Financial to ServiceLink's brand."

About ServiceLink

ServiceLink, the national lender platform for Fidelity National Financial (NYSE: FNF), is a leading provider of origination and default related products and services for the mortgage industry. ServiceLink currently serves 15 of the top 20 national lenders and servicers, helping them drive maximum performance through the life of the loan. ServiceLink combines its unrivaled Serve First culture and industry experience with innovative products and technology along with the resources of Fidelity National Financial to help our client partners mitigate risk, reduce cycle times and lower operating costs. For more information about ServiceLink, visit www.servicelinkfnf.com.

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