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**NEBRASKA RESTAURANT ASSOCIATION NAMES HEARTLAND PAYMENT SYSTEMS®  
ALLIED PARTNER OF THE YEAR**

**PRINCETON, NJ & LINCOLN, NE — June 3, 2010 —** The Nebraska Restaurant Association (NRA) has awarded Heartland Payment Systems® its 2009 Allied Partner of the Year Award. This distinction marks the second time Heartland has received this award. The first time was in 2005.

Heartland is the NRA's exclusive endorsed provider of card processing, gift marketing, payroll services, tip management and check management services. Heartland and the NRA have been partners since July 2001, during which time Michael McCarville, a relationship manager at Heartland, and the rest of Heartland's Nebraska team have played a crucial role in the collaboration of the two organizations. McCarville has served on the NRA board and several other association committees.

"Heartland is an outstanding partner that is aggressive and helpful in supporting our membership and the association at large. It has been a great help in recruiting new members," said Jim Partington, executive director of the Nebraska Restaurant Association. "Not only does Heartland offer an integrated suite of best-in-class business solutions, it is a trusted resource that helps educate restaurateurs about how they can improve their businesses and save money."

Heartland's partnership with the NRA is one facet of a larger strategic alliance with 40+ state restaurant associations, the National Restaurant Association and the Council of State Restaurant Associations to help restaurateurs across the country revolutionize their operations and maximize their profitability with a full suite of exclusively endorsed business tools and solutions. To learn more, visit [GoFullCourse.com](http://GoFullCourse.com).

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**About Heartland Payment Systems**

Heartland Payment Systems, Inc. (NYSE: [HPY](http://HPY)), the fifth largest payments processor in the United States, delivers [credit/debit/prepaid card processing](#), [gift marketing and loyalty programs](#), [payroll](#), [check management](#) and business solutions to more than 250,000 business locations nationwide. Heartland is the founding supporter of The Merchant Bill of Rights, a public advocacy initiative that educates merchants about fair credit and debit card processing practices. For more information, please visit [HeartlandPaymentSystems.com](http://HeartlandPaymentSystems.com), [MerchantBillOfRights.org](http://MerchantBillOfRights.org), [CostOfABurger.com](http://CostOfABurger.com) and [E3secure.com](http://E3secure.com).

### **About The Nebraska Restaurant Association**

The Nebraska Restaurant Association acts as the principal advocate for Nebraska's hospitality industry and promotes the qualities of strength, unity, and excellence in and of its membership. The association lobbies for restaurateurs on state and federal issues. The association is dedicated to serving Nebraska's restaurant and retail beverage industries by providing the finest industry education, proactive representation, aggressive industry promotion and the highest quality member benefits. For more information on the Nebraska Restaurant Association, please contact Brandy Nielson at: 402.488.3999 or [bnielson@windstream.net](mailto:bnielson@windstream.net).

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