

**HEARTLAND PAYMENT SYSTEMS® NAMED TO *FORTUNE* 1000 LIST
OF AMERICA'S LARGEST COMPANIES**

Company debuts on the list of America's largest companies at #954

PRINCETON, NJ — May 17, 2010 — Heartland Payment Systems® (NYSE: [HPY](#)), one of the nation's largest payments processors, has been named to the 2010 *FORTUNE* 1000 list of America's largest companies by *FORTUNE* magazine. Heartland debuts on the list at #954 with 2009 revenues of \$1.652 billion.

"To be recognized as a *FORTUNE* 1000 company is a great honor for Heartland," said Bob Carr, Heartland's chairman and chief executive officer. "In 13 short years, we have experienced tremendous growth — primarily organic — that is attributable to new product development, innovative technologies, key partnerships, dedicated employees and merchant advocacy. We have built our business on fair dealings and helping business owners nationwide increase their revenues, lower operating costs and enhance efficiencies."

Heartland's inclusion on the *FORTUNE* 1000 is the latest in a list of accolades the company has received over the past several years. *Selling Power* magazine named Heartland the #1 Service Company to Sell For in America in each of the last two years, and ranked Heartland #83 on its 2009 list of "500 Largest Sales Forces" in America. Heartland has also been recognized as a top technology innovator, having been named to the InformationWeek 500 for three consecutive years and the #1 innovator on Bank Technology News' FutureNow list for its industry leading [E3™](#) end-to-end encryption technology.

Heartland recently embarked on an aggressive initiative to increase its sales organization nationwide as it strives to effectively penetrate key vertical markets, drive organic growth and maximize productivity among its sales force. With an initial goal of recruiting 1,299 sales professionals, more than 101 have joined the company in the past five weeks. They, as well as the remaining 1,198 Heartland is looking to hire, will focus on specific target industries — restaurant, lodging and healthcare — and geographic areas.

The *FORTUNE* 1000 is a list of the 1000 largest American companies ranked on annual revenues. The complete listing of the 2010 *FORTUNE* 1000 is available at [FORTUNE.com](#).

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About Heartland Payment Systems

Heartland Payment Systems, Inc. (NYSE: [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](#), [MerchantBillOfRights.org](#), [CostOfABurger.com](#) and [E3secure.com](#).

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Forward-looking Statements

This press release may contain statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions and are based on information currently available to us. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including the risk that our initiative to increase our sales organization may be unsuccessful and the risk factors contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's annual report on Form 10-K, or quarterly reports on Form 10-Q as applicable. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.