
**THE COUNCIL OF STATE RESTAURANT ASSOCIATIONS (CSRA) JOINS PARTNERSHIP
TO ENHANCE BUSINESS SERVICES FOR RESTAURANTS NATIONWIDE**

CSRA partners with the National Restaurant Association, 40 state restaurant associations and Heartland Payment Systems to deliver suite of exclusively endorsed business solutions

PRINCETON, NJ and BALTIMORE, MD — February 2, 2010 — The Council of State Restaurant Associations (CSRA) — a key industry organization comprised of state restaurant associations in America — has joined the National Restaurant Association, 40 state restaurant associations and Heartland Payment Systems® — one of the nation’s largest payments processors — in a strategic partnership to bring best-in-class business services to restaurateurs nationwide. This alliance will help restaurant owners lower their costs and increase their profitability with streamlined, cost-effective payments and business solutions — all from one provider.

The initial alliance between the National Restaurant Association, state restaurant associations and Heartland was unveiled on January 19, 2010. On that date, the associations and Heartland introduced the first-ever unified payments processing platform for the restaurant industry — the engine behind the partnership’s “Full Course Business SolutionsSM”.

Full Course launched with an exclusively endorsed suite of payments products — including card processing, payroll, check management and tip reporting and compliance services — and will grow to encompass other critical business services. This suite of solutions is supported by Heartland’s national sales and servicing organization of 1,800 professionals located in communities across America and its 1,600 service, information technology and administrative employees.

“Being part of this partnership aligns with the mission of the CSRA,” said Pete Meersman, president of the Council of State Restaurant Associations and the Colorado State Restaurant Association. “The CSRA aims to foster goodwill and promote the success of state restaurant associations and their members — which is exactly what Heartland’s merchant-focused business model and this partnership will help us achieve.”

The partnership empowers restaurateurs to take control of their costs and improve their operations — revolutionizing their businesses and boosting their profitability.

“Gaining the support of the Council of State Restaurant Associations is a testament to the game-changing nature of this partnership,” said Bob Carr, Heartland’s chairman and chief executive officer. “Another is the traction we’ve gained in just two weeks. We’ve made significant progress in solidifying our partnerships with state restaurant associations and anticipate the participation of even more associations in the alliance in the coming days. With these powerful partners, we’ll make a significant impact on the industry — and restaurant owners in communities across America.”

To learn more about Full Course Business Solutions, visit GoFullCourse.com.

To learn more about Heartland’s other offerings for the restaurant industry, including gift marketing, POS and back-office solutions, visit HeartlandPaymentSystems.com/Restaurant.

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About The Council of State Restaurant Associations

The Council of State Restaurant Associations is comprised of state restaurant trade associations of any State of the United States, the District of Columbia, the Commonwealth of Puerto Rico and any territory of the United States. CSRA's Mission is to foster goodwill and promote the success of state restaurant associations and their members. For more information, visit our website StateRestaurantAssociations.org.

About The National Restaurant Association

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which is comprised of 945,000 restaurant and foodservice outlets and a work force of 13 million employees. Together with the National Restaurant Association Educational Foundation, the Association works to lead America’s restaurant industry into a new era of prosperity, prominence, and

participation, enhancing the quality of life for all we serve. For more information, visit our website at Restaurant.org.

About Heartland Payment Systems

Heartland Payment Systems, Inc. (NYSE: HPY), the 5th largest payments processor in the United States, delivers [credit/debit/prepaid card processing](#), [payroll](#), [check management](#) and payments solutions to more than 250,000 business locations nationwide — including restaurants. 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. Information concerning these factors is 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 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.