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## **BOB CARR APPOINTED TO THE SECURE POS VENDOR ALLIANCE BOARD OF DIRECTORS**

*Heartland Payment Systems' Chairman and CEO Joins Payments Security Leadership Group*

**PRINCETON, NJ — February 8, 2010** — Heartland Payment Systems' Chairman and Chief Executive Officer Bob Carr has been elected to the 2010 Secure POS Vendor Alliance (SPVA) Board of Directors. Carr, who has been spearheading the development and implementation of secure payments processing technologies over the past year, will continue to help advance data security through his appointment as Associate Member Director. The SPVA is a nonprofit organization comprised of payments industry leaders who work with multiple stakeholders in the payment value chain to develop an end-to-end security framework and enhance the security of payment solutions.

"I am honored to have been elected to the SPVA Board," said Carr. "I believe hardware solutions are required at the point of sale to take card numbers out of the clear as they are converted from analog data on a magnetic stripe to digits in computer systems. The SPVA Board is tasked with bringing POS hardware and software vendors together for the good of all of the stakeholders in the payments domain. I look forward to working with all of the members of SPVA to improve the payments infrastructure."

Heartland — one of the nation's largest payments processors — is enhancing payments security with its end-to-end encryption technology, E3™. E3 is designed to safeguard sensitive information from the moment a card is swiped at a point-of-sale system, to and through Heartland's processing network, and ultimately to the card brands — rendering it useless in the event of a compromise.

Carr has also been a driving force in the formation of the [Payments Processing Information Sharing Council](#) (PPISC), a forum for sharing information about fraud, threats, vulnerabilities and risk mitigation practices in the payments industry. Carr is the chair of the PPISC steering committee.

To learn more about E3, visit [E3secure.com](http://E3secure.com).

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## **About Secure POS Vendor Alliance**

The Secure POS Vendor Alliance ([SPVA](#)) is a non-profit organization, founded by Hypercom (NYSE: HYC), Ingenico S.A. (EURONEXT: ING) and VeriFone (NYSE: PAY), that works with the multiple stakeholders of the payment value chain. Its aim is to develop an end-to-end security framework and to enhance security elements of payment solutions which protect cardholder information and defend merchants and acquirers against security breaches, while helping reducing fraud and lowering risk for all electronic payment stakeholders.

## **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. 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.*