

**EUROPEAN CARD ACQUIRING FORUM PRESENTS HEARTLAND PAYMENT SYSTEMS® WITH INTEGRITY AWARD**

*Heartland recognized by global payments leaders for demonstrating integrity and setting unparalleled industry standards*

**PRINCETON, NJ — March 31, 2010** — Heartland Payment Systems® (NYSE: HPY), one of the nation's largest payments processors, recently received the "Integrity Award" at the European Card Acquiring Forum (ECAAF) — a leading global event in the payments industry — in Berlin, Germany.

According to ECAF, "Heartland received the Integrity Award for reacting expeditiously after suffering a major data breach in fall 2008, while also setting a standard for transparency and enhanced security for the rest of the payments industry to follow." The Integrity Award is given to the company that was best in communicating, dealing with and remedying a compromised operation. The ECAF membership, comprised of leaders within the payments industry, nominated Heartland for this recognition.

Heartland is leading the movement to enhance payments security with its end-to-end encryption technology, E3™. Heartland expedited its development following the breach. 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 any captured data useless in the event of a compromise. E3 is currently in limited release and will be widely available in the second quarter of this year.

Bob Carr, Heartland's chairman and chief executive officer, has also been a driving force in the formation of the Payment Processors Information Sharing Council (PPISC), a forum for sharing information about fraud, threats, vulnerabilities and risk mitigation practices in the payments industry.

"We are honored to receive this prestigious acknowledgement from ECAF," said Carr. "Since Heartland's founding in 1997, we have been committed to transparency and advocating for the rights of merchants. Our goal is to provide a secure and compelling solution that protects cardholders and merchants from the growing threat of cyber crime, as well as furthering industry collaboration to protect the entire payments ecosystem."

The inaugural ECAF "Guiding Hand Awards" celebrate the most innovative and progressive acquirers, payment service providers and processors instrumental in pushing the industry beyond the next level and

developing innovations relevant to the success of card payments today and in the near future. For more information about the ECAF Awards, visit [EuropeanCardAcquiring.com](http://EuropeanCardAcquiring.com).

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### **About Heartland Payment Systems**

Heartland Payment Systems, Inc. (NYSE: [HPY](http://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](http://HeartlandPaymentSystems.com), [MerchantBillOfRights.org](http://MerchantBillOfRights.org), [CostOfABurger.com](http://CostOfABurger.com) and [E3secure.com](http://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, without limitation, the risks that we may be unable to successfully develop and implement end-to-end encryption technology, the card brands may not agree to accept encrypted data, the market may not accept the change from current encryption technology to end-to-end encryption technology and our end-to-end encryption may not work as intended. 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.*