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**RESTAURANT ASSOCIATION OF MARYLAND ENDORSES HEARTLAND PAYMENT SYSTEMS®  
FOR ELECTRONIC PAYMENT SOLUTIONS**

*Member restaurants benefit from industry's first-ever unified payments processing platform*

**PRINCETON, NJ — March 9, 2011** — The Restaurant Association of Maryland (RAM) has selected Heartland Payment Systems (NYSE: [HPY](#)), one of the nation's largest payments processors, as its exclusive endorsed provider of credit/debit/prepaid card processing, gift card marketing and check management solutions. This integrated offering is part of [Full Course Business Solutions<sup>SM</sup>](#), a comprehensive suite of tools and resources founded on the restaurant industry's first-ever unified payments processing platform.

"We're excited to offer this revolutionary product suite to our member restaurants," said Marshall Weston, president and chief executive officer of RAM. "Not only do members benefit from state-of-the-art technology that can help them streamline operations and maximize profitability, they also have a trusted business partner who advocates on their behalf."

"The nuances of payments processing can be complex, especially for time-pressed restaurant owners — but understanding the fundamental issues is critical to running a profitable business," explained Bob Carr, Heartland's chairman and chief executive officer. "By partnering with RAM, the National Restaurant Association and forty-plus state associations, we're educating restaurateurs nationwide about how they can efficiently and cost-effectively manage their payments processing."

RAM is the 44<sup>th</sup> state restaurant association to partner with Heartland and endorse its Full Course Business Solutions. "We look forward to working with RAM and serving its member restaurants," concluded Dennis Carpenter, executive director of association alliances at Heartland.

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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 related business solutions to more than 250,000 business locations nationwide. A *FORTUNE* 1000 company, 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. The company is also a leader in the development of end-to-end encryption technology designed to protect cardholder data, rendering it useless to cybercriminals. 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 Restaurant Association of Maryland**

The Restaurant Association of Maryland (RAM) has remained relevant to restaurateurs for over 80 years by maintaining core principles born out of the first national financial crisis. In 1927 a small group of Baltimore area restaurateurs met to deal with the challenges facing the economy and the foodservice industry. Today, RAM is a 2,000 member strong statewide trade association operated for the purpose of promoting, protecting and improving the foodservice industry in the State of Maryland. Since the very beginning, the Association has been run by restaurateurs and suppliers working not only for the benefit of dues paying members, but also for the restaurant industry as a whole. For more information about the restaurant industry in Maryland please visit our website at [www.marylandrestaurants.com](http://www.marylandrestaurants.com).

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