

HILLSBOROUGH COMMUNITY COLLEGE LAUNCHES ITS FIRST CAMPUS CARD PROGRAM WITH HEARTLAND PAYMENT SYSTEMS

Tampa students and merchants benefit from Heartland's Give Something Back Network

PRINCETON, NJ — February 5, 2010 — Hillsborough Community College (HCC) has selected Heartland Payment Systems' (NYSE: HPY) Campus SolutionsSM to develop and implement its first campus card program. The HCC Hawk Card program — built on Heartland's Campus OneCard platform and designed specifically to meet the school's unique needs — will provide students, faculty and staff with a quick, flexible tool to access a multitude of key services on- and off-campus.

The Hawk Card — HCC's campus ID card — is required to print and make copies on-campus as well as access library services, parking facilities and HCC's student living community, Hawks Landing. As part of Heartland's Give Something Back NetworkSM, the Hawk Card also serves as an FDIC-insured, prepaid card that enables cardholders to make purchases on-campus at the bookstores and dining locations, as well as off-campus at participating merchants. The Give Something Back Network is a growing, nationwide network that provides cardholders a convenient way to access services and purchase goods using one card. The Hawk Card will be accepted at many local merchants around campus — including Bennigan's, Subway and CVS — and across the country.

"The Hawk Card will enhance the landscape of campus life at HCC. Having an all-in-one card program provides unprecedented convenience for cardholders and campus administrators alike," said Fred Emery, vice president and general manager, Heartland Campus Solutions. "The Hawk Card also affords local Tampa merchants a unique opportunity to help grow their businesses and stimulate the local economy."

Participating merchants pay a reduced fee for processing transactions made with the Hawk Card so they save on every transaction. They also benefit from unique advertising and merchandising materials to help drive foot traffic, as well as exclusive promotional opportunities to help encourage customer loyalty. Local Tampa businesses can join Heartland's Give Something Back Network and sign up to accept the Hawk Card by visiting OneCardGivesBack.com/GetACard.

With five campuses throughout the Tampa area, HCC will issue more than 30,000 Hawk Cards beginning Monday, February 8th, at the Dale Mabry campus. The program will be rolled out to the other four campuses over the following weeks.

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About Hillsborough Community College

Hillsborough Community College is a public institution of higher education, with a mission to empower students to excel through its superior teaching and service in an innovative learning environment.

Fully accredited by the Commission on Colleges of the Southern Association of Colleges and Schools, Hillsborough Community College has multiple locations in the Tampa Bay area in Florida. For more information, please visit HCCFL.edu.

About Heartland Campus Solutions

Heartland Campus Solutions is changing the landscape for academic institutions nationwide with unique campus card programs, state-of-the-art access control/security systems and cost-effective payments processing. Heartland and the Give Something Back Network was recognized in 2008 by Card & Payments magazine as a pioneering payment solution and visionary approach to campus payment solutions. For more information, please visit HeartlandPaymentSystems.com/Campus.

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.