

**7-ELEVEN® SIGNS SEVEN-YEAR CONTRACT EXTENSION
WITH HEARTLAND PAYMENT SYSTEMS®**

Nation's Leading Convenience Store Chain Renews Card-Processing Partnership

Princeton, NJ — December 16, 2009 — 7-Eleven®, Inc. has signed a seven-year contract extension with Heartland Payment Systems® (NYSE: [HPY](#)), one of the nation's largest payments processors. Under the extension to the current contract, Heartland will continue authorizing and settling credit and debit card transactions for more than 5,800 7-Eleven-branded convenience stores nationwide.

“Over the past two years, 7-Eleven has realized the benefits of Heartland’s efficient, state-of-the-art card processing capabilities – and importantly, its responsive service,” said David Seltzer, 7-Eleven’s vice president and treasurer. “Heartland professionals are available whenever we need assistance, and their knowledge of the convenience and petroleum industries is critical for our operations and delivery of superior shopping experiences for our customers.”

Bob Carr, Heartland’s chairman and chief executive officer, added, “7-Eleven is the nation’s ultimate main street merchant, bringing convenience and value to the lives of millions of consumers. 7-Eleven’s customers expect the convenience of quick and accurate card transactions. We are pleased to continue supporting this industry leader and its customer-centric approach.”

Headquartered in Dallas, 7-Eleven is the largest chain of retail convenience stores. The company operates, franchises and licenses some 8,000 stores in North America.

For more information about 7-Eleven, visit [7-Eleven.com](#). For more information about Heartland, visit [HeartlandPaymentSystems.com](#).

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About 7 Eleven, Inc.

7 Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates, franchises or licenses some 8,000 7-Eleven stores in North America. Globally, 7-Eleven operates, franchises or licenses more than 37,100 stores in 16 countries. During 2008, 7-Eleven stores worldwide generated total sales of more than \$53.7 billion. 7-Eleven has been honored by a number

of companies and organizations recently. Accolades include: #3 in Forbes magazine's Top 20 Franchises to Start, #3 among Top 100 Global Franchises by Franchise Direct, #3 in Store Growth by Convenience Store News, #2 in Franchise Times Top 200 Franchise Companies and #29 among Top 100 Chains in Food Service. In addition, Hispanic Magazine's named 7-Eleven in its Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. 7-Eleven recently was selected by three diversity publications as a company offering the best career and franchisee opportunities. 7-Eleven is franchising its stores in the U.S., and is expanding through organic growth, acquisitions and its Business Conversion Program. Find out more online at 7-Eleven.com.

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.com, CostOfABurger.com and E3secure.com.

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