

Heartland Payment Systems[®] Secures Exclusive Endorsement from Ohio Restaurant Association for Heartland Payroll ServicesSM

PRINCETON, N.J. (January 17, 2012) – Heartland Payment Systems (NYSE: [HPY](#)), one of the nation’s largest payments processors, today announced that the Ohio Restaurant Association (ORA) is exclusively endorsing Heartland Payroll Services for its comprehensive and customizable payroll capabilities.

With Heartland Payroll Services as a strategic partner for payroll processing, ORA members can receive a variety of key benefits such as a three-year fixed price guarantee, web-based payroll services, single point of contact client support, remote check and report printing, payroll-related tax services, CPA reporting package, robust reporting for better business analysis, and much more. ORA members can also choose from all-inclusive or customizable solutions for payroll requirements.

In addition, ORA members benefit from Heartland’s commitment to fairness and transparency in payroll processing, with that commitment including:

1. Full disclosure of all fees associated with their payroll processing
2. Delivery of accurate, timely paychecks for their employees
3. Access to their payroll data anytime via secure Internet access
4. Compliance with 100 percent of federal, state and local payroll legislation
5. Knowledgeable service support — available when they need it
6. Detailed, accurate reporting

“While the ORA already endorses Heartland for credit card processing and gift card marketing, adding payroll services further encourages ORA members to utilize Heartland’s best-in-class business solutions for restaurants throughout Ohio,” said Geoff Hetrick, ORA president and CEO. “This alliance offers Ohio restaurateurs effective tools, solutions and resources to help reduce expenses, improve operations, and increase profitability, all from one trusted source.”

Mark Strippy, Heartland’s executive director of payroll services, added, “In addition to processing one out of every seven restaurant credit and debit card transactions nationally, Heartland and its transaction processing services and products are exclusively endorsed by the National Restaurant Association, Council of State Restaurants and 45 state restaurant associations. This electronic payments leadership plus the value and savings available to ORA members are key reasons why the ORA decided to endorse Heartland’s Payroll Services.”

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 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 detailed information, visit HeartlandPaymentSystems.com or follow the company on Twitter [@HeartlandHPY](#) and Facebook at facebook.com/HeartlandHPY.

About the Ohio Restaurant Association

The Ohio Restaurant Association (ORA), founded in 1920, is the leading business trade association for the Ohio foodservice industry, the third largest, private sector employer in Ohio. The ORA represents the interests of the \$16 billion restaurant industry, which is comprised of 27,000 locations and a workforce of more than 553,000 employees. The ORA provides its members with advocacy, information services and education, as well as many cost-saving benefits. For more information, visit the ORA website at www.ohiorestaurant.org.

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