

HEARTLAND PAYMENT SYSTEMS® ANNOUNCES GILBARCO PASSPORT CERTIFICATION FOR SMARTLINK™ MANAGED NETWORK SERVICES

*Heartland's state-of-the-art solution streamlines network operations
and reduces telecommunications costs*

PRINCETON, NJ — November 29, 2011 — Gilbarco Veeder-Root has certified Heartland Payment Systems' (NYSE: [HPY](#)) SmartLink Managed ProPlatinum, ProPlus and Pro managed network services as a certified solution on the Gilbarco Passport® point-of-sale (POS) system. As a certified partner of network services on Gilbarco's Passport POS system, SmartLink provides secure network connectivity that operates efficiently and effectively to deliver payment transactions on Gilbarco equipment in a PCI (Payment Card Industry) compliant environment.

"We are very pleased that our SmartLink product has been certified as a Gilbarco Broadband/WAN Networking Solution partner as it further demonstrates our commitment to the petroleum retail market," said Michael Youngkin, Heartland's director of network solutions. "As one of the largest petroleum payments processors, Heartland understands the unique needs of the petroleum industry and has a commitment to providing the best management tools for marketers and distributors alike."

SmartLink is a secure, managed network service that effectively supports secure transaction data and back-office systems, allowing petroleum and c-store operators to spend less time managing their networks and more time caring for customers. SmartLink is supported by the security of a Secure Socket Layer (SSL) gateway for critical payment applications and a secure Virtual Private Network (VPN) for the multiple back office functions provided by the Gilbarco Passport POS. SmartLink technology also helps petroleum retailers protect sensitive data and meet PCI standards.

Andrew Robinson, Gilbarco's director of Point of Sale, noted, "Gilbarco's SmartLink certification gives retailers another secure managed network option to meet their PCI compliance obligations, simplify their network infrastructure, and improve productivity of IT managers. By ensuring SmartLink's seamless operation with the Passport Point of Sale, retailers can focus more on serving customers versus resolving common network issues."

SmartLink is a first-of-its-kind technology that can transmit both transactional data as well as integral back-office information for retail petroleum operations. SmartLink's merchant gateway allows operators to monitor their automatic tank gauge, in-store environmental control system and daily back-office data such as email, file sharing and internet usage. The payment gateway allows operators to monitor their point-of-

sale terminals, money-order terminals, check verification, ATM, fleet card and loyalty card transactions. SmartLink operates on any broadband circuit and can be scaled to save cost and improve operations for single-store and multi-store operators.

Heartland is one of the largest payments processors in the convenience store and petroleum industry, offering a comprehensive suite of products and services including card processing, prepaid services, check management, payroll services and more. For more information, please visit HeartlandPaymentSystems.com/Petroleum or SmartLinkPro.com.

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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 and MerchantBillOfRights.org.

About Gilbarco Veeder-Root

Gilbarco Veeder-Root is the worldwide technology leader for retail and commercial fueling operations. We offer the broadest range of integrated solutions from the forecourt to the convenience store and head office. For almost 150 years, Gilbarco has earned the trust of its customers by providing long-term partnership, uncompromising support and proven reliability. In fact, we help manage the business and maximize the bottom lines for 17 of the top 20 convenience store operators in the U.S. For more information, please visit Gilbarco.com/US.

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