

HEARTLAND PAYMENT SYSTEMS® SIGNS MARTIN EAGLE OIL COMPANY AS FIRST SMARTLINK® CUSTOMER

New State-of-the-Art Technology Enables Convenience Store and Petroleum Businesses to Streamline Network Operations and Reduce Telecommunications Costs

PRINCETON, NJ — March 9, 2010 — Martin Eagle Oil Company, Inc., a multi-branded marketer of motor fuel products, has selected Heartland Payment Systems'® (NYSE: HPY) new SmartLink® technology to create a consolidated managed network for payment transaction data and back-office information. SmartLink will initially be implemented at 11 Martin Eagle locations with the remaining locations to follow shortly.

Heartland's SmartLink telecommunications technology consolidates multiple in-store communication lines into one high-speed broadband line. This streamlining of network services enables critical business data to be transmitted quickly over a secure, SSL-encrypted connection. The SmartLink Network delivers first-of-its-kind technology that can transmit both transactional data as well as integral back-office information, allowing convenience and petroleum store owners to spend less time managing their networks — and more time managing their businesses. The merchant gateway allows merchants to monitor their automatic tank gauge data, in-store environmental control system data and daily back-office data such as email, file sharing and internet usage. The payment gateway allows them to monitor their point-of-sale terminals, money-order terminals, check verification, ATM, fleet card and loyalty card transactions.

With SmartLink, businesses receive a single network-related invoice and can rely on one customer service resource for troubleshooting and network monitoring, reducing in-house support costs and the need for additional IT staff. By consolidating multiple phone lines and telecom providers into one network, SmartLink enhances operational efficiency and reduces the costs typically associated with data communications and networked services.

"The benefits of SmartLink are tremendous. The installation was turnkey and seamless, and our entire network operation has been streamlined to run more efficiently," said Bill Meek, Martin Eagle Oil's director of information services. "SmartLink has enabled us to provide our dealer locations with additional value-added services, such as new high-speed payment options. We're looking forward to implementing SmartLink at the rest of our locations."

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Michael Youngkin, transport and monitoring product manager at Heartland, added, "Heartland is pleased to be working with Martin Eagle Oil as our first SmartLink customer. This 'one-stop-shop' managed network service resolves the common industry issue of dealing with multiple telecom providers. It enables convenience store and petroleum business owners to streamline processes, reduce overhead — and concentrate on making their businesses profitable."

Through a robust dealer network, Martin Eagle supplies fuel products to hundreds of locations in Texas, Oklahoma, Arkansas and Louisiana. It also operates convenience stores under the Quick Track brand in Texas.

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, gift marketing, prepaid services, check management, payroll services and more.

For more information about SmartLink, visit SmartLinkPro.com, call 866.976.1359 or email SmartLinkPro@e-hps.com.

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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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