

**HEARTLAND PAYMENT SYSTEMS® DELIVERS NEXT-GENERATION WAIT MANAGEMENT AND SMS MARKETING SOLUTION TO RESTAURANTS WITH FRESHTXT**

*Innovative, web-based software revolutionizes the way restaurants communicate with customers*

**PRINCETON, NJ — March 21, 2011** — Heartland Payment Systems, one of the nation's largest payments processors, has released Freshtxt, a new service that offers restaurateurs an efficient, customer-friendly solution for managing their wait lists and delivering instant promotions to patrons via text messaging.

This new technology offers significant business benefits, including:

- Eliminating the traditional restaurant pager, alerting patrons with secure text messages or automated calls to their cell phones when their tables are ready. Customers are no longer restricted to a defined physical range while waiting, and restaurant staff can more efficiently manage their queues.
- Streamlining operations by simplifying table management. Freshtxt's online portal offers an innovative suite of features that enable restaurateurs to access real-time analytics to manage table turn times and utilize an interactive seating chart to change floor plans.
- Enabling restaurateurs to leverage text message marketing to instantly connect with their target customers, providing promotional specials and offers that generate repeat business and grow profit.
- A complimentary online reservation module that allows customers to make reservations directly on the restaurant's website without being re-directed to a third-party site. Online reservations are imported directly into the Freshtxt portal so staff can manage all reservations in one place, with no additional fees per reservation or guest.

"As we continue to invest in new technologies, we remain focused on offering unique, value-added products and services that help improve business' bottom lines," said Steve Elefant, chief information officer at Heartland. "With Freshtxt, we are enhancing a critical aspect of the restaurant business. This cutting-edge solution not only reduces operational costs, but also improves customer service. It's a win-win solution for both operators and patrons."

Offered at a low monthly fee with no upfront costs, Freshtxt is cost-effective. It is easy to implement, requiring no special equipment purchases or software installations. A restaurant simply needs a computer that is connected to the Internet.

"Freshtxt reduces walk-offs, which means more guests in my restaurants every evening," said Ray Villaman, co-owner of Fireside and Rubicon Pizza Companies. "Because Freshtxt is easy to use, my staff spends less time on busy work and more time taking care of our guests — and happier guests mean return visits. This is the best ROI you can get."

Heartland is initially offering Freshtxt to restaurants nationwide and later plans to roll out the technology to other businesses seeking to improve customer waiting queues and generate additional business through instant text message coupons, including healthcare practices, parking operators and veterinary offices. For more information about Freshtxt, visit [Freshtxt.com/HowItWorks](http://Freshtxt.com/HowItWorks).

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### **About Heartland Payment Systems**

Heartland Payment Systems, Inc. (NYSE: [HPY](http://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](http://HeartlandPaymentSystems.com), [MerchantBillOfRights.org](http://MerchantBillOfRights.org), [CostOfABurger.com](http://CostOfABurger.com) and [E3secure.com](http://E3secure.com).

### **Forward-looking Statements**

*This press release contains 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, including, without limitation, the risks that the Freshtxt service may not perform as expected. Information concerning other factors that could cause actual results to differ from the forward-looking statements set forth herein is contained in our Securities and Exchange Commission filings, including but not limited to, our annual report on Form 10-K, or our quarterly reports on 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.*

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