
**Heartland Payment Systems® Enhances Service Offering to Help
Restaurant Owners Manage Their Finances and Operations**

Partnership with Restaurant Magic Software® provides framework for restaurateurs' operational and financial success

TAMPA, FL — September 21, 2009 — Heartland Payment Systems® (NYSE: HPY), one of the nation's largest payments processors, is partnering with Restaurant Magic Software® — the creators of Data Central® — a leading back-office intelligence and management system for restaurants. Together, Restaurant Magic and Heartland will provide regional and national chains with a variety of operational and financial management tools — including inventory management, food-cost analysis, budget planning, menu engineering, workforce management and enterprise reporting — that can be customized to their exact requirements. Independent operators will benefit from similar packaged offerings specifically designed for their needs. In addition, Restaurant Magic's enterprise-class technology will be fully integrated into Heartland's state-of-the-art payroll processing platform.

According to Sanford Brown, chief sales officer at Heartland, the resultant comprehensive back-office management system will help deliver quantifiable improvements — such as lower costs, streamlined operations, reduced labor expenses and positive bottom lines — to restaurant owners.

“We recognize the tremendous value of Restaurant Magic's solution and the essential business intelligence it provides busy restaurateurs — enabling them to spend more time focusing on their core businesses — their food and their guests,” said Brown. “We are excited about this partnership which expands our previous offerings and brings added value to owners who are looking for streamlined ways to more effectively manage their finances and operations.”

Drew Peloubet, chairman of Restaurant Magic, noted, “Restaurant Magic's mission is to deliver the best software and service to the hospitality industry, providing the right information to the right hands at the right time to help business owners prosper. Heartland's dominance in this marketplace — complemented by its sales and servicing force of 1,700 — enables us to help more institutions across the country.”

Heartland — which processes one of every seven credit, debit and prepaid card transactions made in restaurants nationwide — also handles online payments and offers gift marketing programs, check management solutions, point-of-sale equipment and payroll services.

Restaurant Magic, located in Tampa, FL, has been providing software to the hospitality industry since 1995.

###

About Heartland Payment Systems

Heartland Payment Systems (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, E3secure.com and CostOfABurger.com.

About Restaurant Magic Software

Restaurant Magic Software has been a national provider of software to the hospitality industry since 1995. Privately held, and located in Tampa, FL, Restaurant Magic Software delivers enterprise management suite, enterprise reporting, and business analysis products under the Data Central brand. For more information, please visit RestaurantMagic.com

Contacts

Leanne Scott Brown

Vault Communications

610.455.2742

LBrown@VaultCommunications.com

Nancy Gross

Heartland Payment Systems

888.798.3131 x2202

Nancy.Gross@e-hps.com

Roseanne Arnault

Restaurant Magic Software

813.579.1509

Roseanne@RMagic.com

Forward-Looking Statements

This press release may contain 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. Information concerning these factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's annual report on Form 10-K, or 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.