

STEVE ELEFANT NAMED ONE OF COMPUTERWORLD'S PREMIER 100 IT LEADERS FOR 2011

Heartland Payment Systems® CIO honored for his pioneering work in end-to-end encryption and payment card security

PRINCETON, NJ — February 24, 2011 — Steve Elefant, chief information officer (CIO) at Heartland Payment Systems (NYSE: [HPY](#)), one of the nation's largest payments processors, has been named a "2011 Premier 100 IT Leader" by IDG *Computerworld*, the leading source of technology news and information for IT influencers worldwide. The Premier 100 spotlights 100 leaders from both the technology and business sides of companies for their technology leadership, innovative ideas and effectively managed IT strategies.

Elefant joined Heartland in 2008 and was named CIO in August 2009. In his role, he provides technology vision and leadership for developing and delivering the company's solutions as well as interfacing with intelligence, law enforcement and industry leaders to strategically identify security threats.

Elefant has been instrumental in the project management and development of the company's E3™ end-to-end encryption technology. E3 protects cardholder credit and debit card data from the point of swipe through its processing network, rendering scrambled data useless to cybercriminals. E3 was designed to create a new standard to protect transactions in the U.S. and make the highest degree of security available to merchants regardless of size or resources — without charging them extra fees and taxes for enhanced security. The adoption has been rapid and compelling, with more than 11,000 retailers and business owners of all sizes now using E3 to safeguard their payments, a number that has grown exponentially since the launch in May of 2010. Additionally, several of the world's leading payments equipment manufacturers and software developers have integrated the E3 protocol into their point-of-sale (POS) devices and other payments platforms, making Heartland an industry leader for enhanced payments security.

"At Heartland's core is its investment and commitment to cutting-edge technological innovation. We proactively anticipate the needs of the industry and our merchants to deliver innovative technologies, enabling businesses across the country to process payments efficiently and cost-effectively," said Bob Carr, Heartland's chairman and chief executive officer. "Steve has been integral in Heartland's drive to bring end-to-end encryption to the forefront of the financial services industry as a viable solution to better protect transactions, and as a result, merchants, their customers and the entire payments ecosystem. We congratulate him for these accomplishments and this well-deserved recognition."

Elefant holds a bachelor's degree in political science from the University of California, Los Angeles and has been an active member of the U.S. Secret Service Electronic Crimes Task Force as well as the Federal Bureau of Investigation's Infragard Electronic Crimes Task Force.

The Premier 100 was first created in 2000 to spotlight individuals who have had a positive impact on their organization through technology. These are individuals who manage internal IT organizations, mentor and motivate their IT teams and business colleagues, create a positive work environment, envision innovative solutions to business challenges and effectively manage and execute IT strategies. For more information, visit Premier100.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, MerchantBillOfRights.org, CostOfABurger.com and E3secure.com.

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