

FOR IMMEDIATE RELEASE

Heartland Payment Systems Receives Exclusive Endorsement by United States Federation of Small Businesses

Princeton, NJ, June 14, 2004 -

Heartland Payment Systems, Inc. (HPS) is pleased to announce an exclusive endorsement from The United States Federation of Small Businesses (USFSB). Both companies have joined forces, offering an excellent fit for the USFSB and its valued small business members.

Heartland is a recognized leader in the payment processing industry, bringing extensive experience in servicing all types of retail, hospitality, business to business and other small business clients as well as various types of state trade associations. The USFSB is dedicated to the success of its diverse small business membership, striving to develop strategic partnerships to help their businesses grow and prosper. HPS and the USFSB have both experienced the success that results from vertical partnerships, and they are enthusiastic about the growth prospects and opportunities this relationship represents.

"Heartland is proud to be a partner for USFSB and its members. We specialize in providing customized payment processing solutions specifically designed for small business owners," said Sanford Brown, Sales Director, HPS. "We've built our business to meet payment processing needs, and operate under the premise that our merchants' businesses deserve quick, accurate, reliable and professional service. We look forward to providing the benefit of our services as an extension of the USFSB member product offering."

"It just makes sense to have a company like Heartland with a specialized sales team offering their benefits to our members," said **Joseph R. Cardamone / President**. "We feel the impact we can make together as partners for the small business community is significant."

The HPS/USFSB partnership offers association members local, statewide representation from an established company that focuses on credit/debit card. USFSB members will benefit from this win-win relationship through value-added programs that will help them better serve their customers, manage their businesses more effectively, and save money by taking advantage of special membership rates.



About The United States Federation of Small Businesses, Inc.:

The Federation was formed in 1983 to help small businesses and the self-employed to have access to the benefits that large corporations enjoy. USFSB's concept is simple: businesses join together in order to magnify their economic clout and political power.

The mission of the Federation is to assist small business owners to stay on the cutting edge of technology and to grow and prosper within their industry. The Federation, by virtue of its collective strength provides assistance, services, and products to help small businesses regardless of their size.

Our members enjoy exciting benefits such as an interactive website, free email, member web pages, low cost health and dental insurance plans plus discounts on a variety of valuable services and products.



About Heartland:

Heartland Payment Systems, Inc. (HPS) is a full-service payment systems solution's provider, handling merchant card services for over 70,000 merchants of all types and sizes. With over 700 national sales professionals, HPS builds long-term business relationships in local sales territories providing merchants with enhanced technology tools that assist them in more effectively operating their businesses.

Heartland was ranked in *Inc Magazine's* 500 List as one of the fastest growing private companies in 2003 for the second consecutive year and #7 of the Top 25 companies on the list.

www.heartlandpaymentsystems.com

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