

HEARTLAND PAYMENT SYSTEMS INC  
Form 4  
September 24, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
GREENHILL CAPITAL PARTNERS, LLC

2. Issuer Name and Ticker or Trading Symbol  
HEARTLAND PAYMENT SYSTEMS INC [HPY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
300 PARK AVENUE, 23RD FLOOR,  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
09/21/2007

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_X\_\_\_ Other (specify below)  
Shareldr w/ Bd Representation

NEW YORK, NY 10022

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_\_\_ Form filed by One Reporting Person  
\_X\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock; par value \$0.001 per share	09/21/2007		S <sup>(1)</sup>	2,550,120 D	\$ 26.34 2,688,214	I <sup>(3)</sup> <sup>(4)</sup> <sup>(5)</sup> <sub>(6)</sub>	Through limited partnerships <sup>(3)</sup> <sup>(4)</sup> <sup>(5)</sup> <sub>(6)</sub>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474 (9-02)

Edgar Filing: HEARTLAND PAYMENT SYSTEMS INC - Form 4

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GREENHILL CAPITAL PARTNERS, LLC 300 PARK AVENUE, 23RD FLOOR NEW YORK, NY 10022		X		Sharehldr w/ Bd Representation
GCP MANAGING PARTNER, L.P. 300 PARK AVENUE, 23RD FLOOR NEW YORK, NY 10022		X		Sharehldr w/ Bd Representation
GCP, L.P. 300 PARK AVENUE, 23RD FLOOR NEW YORK, NY 10022		X		Sharehldr w/ Bd Representation
GREENHILL & CO INC 300 PARK AVENUE 23RD FLOOR NEW YORK, NY 10022		X		Sharehldr w/ Bd Representation
GCP 2000, LLC 300 PARK AVENUE, 23RD FLOOR NEW YORK, NY 10022		X		Sharehldr w/ Bd Representation
BOK SCOTT L 300 PARK AVENUE 23RD FLOOR NEW YORK, NY 10022		X		Sharehldr w/ Bd Representation
GREENHILL ROBERT F 300 PARK AVENUE 23RD FLOOR NEW YORK, NY 10022		X		Sharehldr w/ Bd Representation

NIEHAUS ROBERT H  
300 PARK AVENUE, 23RD FLOOR  
NEW YORK, NY 10022

X

Sharehldr w/ Bd  
Representation

## Signatures

Greenhill Capital Partners, LLC, By: Ulrika Ekman, Secretary, /s/ Ulrika Ekman	09/21/2007
__Signature of Reporting Person	Date
GCP Managing Partner, L.P., Greenhill Capital Partners, LLC, its general partner, By: Ulrika Ekman, Secretary, /s/ Ulrika Ekman	09/21/2007
__Signature of Reporting Person	Date
GCP, L.P., By: GCP 2000, LLC, its general partner, By: Ulrika Ekman, Secretary, /s/ Ulrika Ekman	09/21/2007
__Signature of Reporting Person	Date
GCP 2000, LLC, By: Ulrika Ekman, Secretary, /s/ Ulrika Ekman	09/21/2007
__Signature of Reporting Person	Date
Greenhill & Co., Inc., By: Ulrika Ekman, General Counsel and Secretary, /s/ Ulrika Ekman	09/21/2007
__Signature of Reporting Person	Date
Robert F. Greenhill, /s/ Robert F. Greenhill	09/21/2007
__Signature of Reporting Person	Date
Scott L. Bok, /s/ Scott L. Bok	09/21/2007
__Signature of Reporting Person	Date
Robert H. Niehaus, /s/ Robert H. Niehaus	09/21/2007
__Signature of Reporting Person	Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) Sale by reporting persons pursuant to a public offering of the Issuer.
- (2) Public offering price.
- (3) This Form 4 is being filed by more than one reporting person.

Greenhill Capital Partners, LLC, whose sole member is Greenhill & Co., Inc., is the general partner of GCP Managing Partner, L.P. GCP Managing Partner, L.P. and GCP, L.P. are general partners of Greenhill Capital Partners, L.P., which sold 1,561,470 shares of Common Stock pursuant to the public offering and is now the record owner of 1,646,028 shares of Common Stock, Greenhill Capital Partners (Executives), L.P., which sold 252,049 shares of Common Stock pursuant to the public offering and is now the record owner of 265,702 shares of Common Stock, Greenhill Capital, L.P., which sold 476,287 shares of Common Stock pursuant to the public offering and is now the record owner of 502,077 shares of Common Stock, and Greenhill Capital Partners (Cayman), L.P., which sold 260,314 shares of Common Stock pursuant to the public offering and is now the record owner of 274,407 shares of Common Stock.

- (4) GCP 2000, LLC is the general partner of GCP, L.P. GCP 2000, LLC is in turn controlled by its Senior Members, Scott L. Bok, Robert F. Greenhill and Robert H. Niehaus. Messrs. Bok and Niehaus are also members of the Board of Directors of the Issuer.
- (5) Each reporting person disclaims beneficial ownership of the reported securities except and to the extent of its or his pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.