

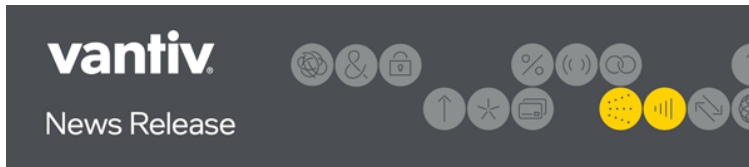
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Vantiv Becomes Second Largest Merchant Acquirer in the U.S.

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Vantiv Becomes Second Largest Merchant Acquirer in the U.S.

Nilson Report Ranks Vantiv as Second Largest Acquirer and Reconfirms Position as No. 1 PIN Debit Acquirer

Company's Total U.S. Merchant Purchase Transactions Increased 28%, from 12.1 Billion in 2013 to 15.5 Billion in 2014

CINCINNATI, March 31, 2015 - Vantiv, Inc. (<http://www.vantiv.com/>) (NYSE: VNTV), a leading provider of payment processing services and related technology solutions for merchants and financial institutions of all sizes, announced today new research by The Nilson Report indicates that Vantiv has become the second largest merchant acquirer in the United States based on number of purchase transactions*.

Analysis of the March 2015 issue shows that Vantiv increased purchase transactions to 15.5 billion in 2014, a 28% increase over 2013, taking the number two position in the U.S. market. The increase in purchase transactions in 2014 contributed to a five-year 15.4% CAGR for the company.

"The most recent Nilson Report data confirms our progress in winning market share," said Charles Drucker, chief executive officer at Vantiv. "Our strategy to grow transactions through both geographic expansion and in high-growth channels and verticals is clearly working."

The report also reconfirms Vantiv's position as the largest PIN debit acquirer based on number of transactions. The Company processes credit or debit transactions for 10 of the top 25 retailers in the nation, and has processing relationships with 1,400 financial institutions. Including card

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Vantiv - Logo (<http://hugin.info/155695/R/1907729/679665.jpg>)

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