

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934  
or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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<div>1. Name and Address of Reporting Person *</div> <div><u>COSTELLO KEVIN</u></div> <div>(Last) (First) (Middle)</div> <div><u>C/O VANTIV, INC.</u></div> <div><u>8500 GOVERNOR'S HILL DRIVE</u></div> <div>(Street)</div> <div><u>CINCINNATI</u> <u>OH</u> <u>45249-1384</u></div> <div>(City) (State) (Zip)</div>	<div>2. Date of Event Requiring Statement (Month/Day/Year)</div> <div><u>07/11/2014</u></div>	<div>3. Issuer Name <b>and</b> Ticker or Trading Symbol</div> <div><u>Vantiv, Inc.</u> [ <u>VNTV</u> ]</div> <div>4. Relationship of Reporting Person(s) to Issuer (Check all applicable)</div> <div><div><input checked="" type="checkbox"/> Director</div><div>10% Owner</div><div>Officer (give title below)</div><div>Other (specify below)</div></div> <div>5. If Amendment, Date of Original Filed (Month/Day/Year)</div> <div>6. Individual or Joint/Group Filing (Check Applicable Line)</div> <div><div><input checked="" type="checkbox"/> Form filed by One Reporting Person</div><div>Form filed by More than One Reporting Person</div></div>
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Table I - Non-Derivative Securities Beneficially Owned			
1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>No securities beneficially owned</u>	<u>0</u>	<u>D</u>	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)							
1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

Explanation of Responses:  
Remarks:

Luke Frutkin, attorney-in-fact for Kevin Costello  
\*\* Signature of Reporting Person

07/15/2014  
Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.  
\* If the form is filed by more than one reporting person, see Instruction 5 (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).  
Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.  
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 Number.

POWER OF ATTORNEY

The undersigned hereby constitutes and appoints each of Nelson F. Greene, Luke Frutkin and Jared Warner, signing singly, and with full power of substitution, the undersigned to

1. prepare, execute in the undersigned's name and on the undersigned's behalf, and submit to the U.S. Securities and Exchange Commission (the "SEC") a Form ID, including
2. execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of Vantiv, Inc. (the "Company"), Forms 3, 4, and 5 in accordance with
3. do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4, or 5, complete and
4. take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interests of the undersigned.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, and proper to carry out the powers conferred by this Power of Attorney.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4, and 5 with respect to the undersigned's obligations under the Company's securities.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 6th day of June, 2014.

By: /s/ Kevin Costello  
Kevin Costello