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PaySimple Provides Online Payment Capability to Bay County Tax System

PaySimple has been chosen by the Bay County Clerk of the Circuit Court to provide ACH direct debit and online payment functionality to its Tourist Development Tax System.

DENVER, CO, March 12, 2007 –PaySimple, an industry-leading provider of payment management solutions for businesses, is pleased to announce it has been chosen by the Bay County Clerk of the Circuit Court to provide a simpler way for the organization to collect tax payments. Taxpayers can now go to Bay County's website and make tax payments via a secure online form using ACH direct debit from a checking account.

Across industries, the consumer demand for processing payments online is becoming an increasingly important factor in how organizations conduct business. In response, the Bay County Clerk of the Circuit Court integrated its Online Tourist Development Tax System with PaySimple's virtual online gateway to enable taxpayers to make payments due via electronic check. The fully integrated tax system now enables users to create a secure login, register for an account, file their returns, and easily manage their accounts.

"We are very happy with the PaySimple system. It has made the process of collecting monthly and quarterly tax payments easier and more efficient for both our taxpayers and us," said Charlene Honnen, Tax Specialist with Bay County of Florida. "By the end of the year, we think a majority of our tax payments will be collected through the online payment system."

"We are excited to begin working with Bay County to simplify their tax collection efforts," said Eric Remer, CEO of PaySimple. "The benefits of our secure online payment form, flat ACH fees, and efficient gateway are ideal for the tax collection industry."

PaySimple's online gateway technology has the versatility to support either a payment page on its own secure server, or one hosted on the business's secure server. The system collects payment information and submits it directly into the PaySimple gateway for payment processing, with no double entry. In this case, after taxpayers receive their returns, they can log into the Tourist Development Tax System to quickly and easily make their payments.

For more information about PaySimple and its payment processing gateway, visit the company website at www.paysimple.com or call 800.466.0992. For more information about Bay County's Tourist Development Tax System, see www.touristtax.com/bay.

About PaySimple: PaySimple is an industry-leading provider of payment management solutions. PaySimple simplifies billing and collection processes by enabling customers to invoice, collect and deposit all of their payments automatically. The customized, secure ASP solution includes auto-recurring billing, electronic check processing, direct debit and credit card processing at some of the lowest rates available. PaySimple seamlessly integrates with most business management software. Based in Denver, Colorado, PaySimple sells its system direct to end-users and via partners who provide total business software solutions. www.paysimple.com.

About Bay County Clerk of the Circuit Court: Bay County Clerk of the Circuit Court is located in Panama City, Florida and collects a 3 percent bed tax on a special taxing district. The tax is placed on all facilities rented for less than six months and funds from the tax are used to support advertising for the area as a tourist destination as well as for maintenance and cleanup. www.touristtax.com/bay.

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