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Press Release

Connie Howard Joins PaySimple, Named Senior Vice President of Client Services

DENVER, CO, December 3, 2007 – PaySimple, an industry-leading provider of payment management solutions for businesses, is pleased to announce the addition of Connie Howard to its management team. Howard, formerly of NextAction, is now the Senior Vice Present of Client Services and will be based at the company's headquarters in Denver, CO.

Howard is a 20-year sales and marketing veteran, holding senior sales positions in multi-channel co-op marketing. Howard brings to the company extensive experience in client services, as well as an impressive background in successful business development and marketing program creation for small to medium size businesses. As a member of the PaySimple management team, Howard will play a key role in shaping the client services organization to manage ongoing partner and direct client relationships.

"Connie's background in the SMB market and experience in business development and marketing will provide valuable insight to coordinate client services with other teams within our company." said Eric Remer, CEO of PaySimple. "Her genuine enthusiasm for the customer will make her an invaluable part of our team."

"I'm thrilled to join PaySimple at such a crucial point in its business expansion," said Howard. "The company has tremendous growth potential, a stellar product, and an exceptional workforce that makes my position with the company an exciting opportunity."

Before joining PaySimple, Howard headed up Business Development and Client Services at NextAction, a leading data services organization. Prior to NextAction, she was the VP of Sales at I-Behavior and a principal engineer of its start-up. She also held various senior sales positions at Abacus Direct, driving its business growth through IPO and eventual sale to DoubleClick for \$1.8B. Connie Howard attended Wayne State University and holds BA in Business Administration.

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, online payment functionality, ACH direct-debit, cash disbursement 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.

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