



EFFORTLESS ELECTRONIC PAYMENT PROCESSING

## Press Release

Contact: Lisa Hephner, Marketing Manager

Phone: 303.800.0579

Email: [lisa@paysimple.com](mailto:lisa@paysimple.com)

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### PaySimple Names Gardner as New President

**DENVER, CO, October 19, 2006** – Jeffrey S. Gardner, formerly of Avaya, Inc., has been named the new President for PaySimple. PaySimple is an industry leading provider of payment management solutions for businesses, including ACH and electronic check processing and auto recurring billing. Effective immediately, Jeff Gardner will report directly to Eric Remer, CEO of PaySimple, and will be based at the company's headquarters in Denver, CO.

Mr. Gardner joins the company as President with the key mission to build PaySimple partnerships. With over 10 years experience in technology marketing, strategic planning, and financial management, Mr. Gardner has a track record of propelling growing companies into market leadership positions. His talents and experience will drive PaySimple's current integration initiatives in the business software, ISP services, web development, insurance, utilities, education and non-profit industries.

"Jeff's extensive leadership experience in sales, marketing, and strategic development coupled with his genuine enthusiasm for our business makes him a tremendous addition to the PaySimple team" commented Remer. "I have full confidence in his ability to spearhead the growth of PaySimple and to aggressively establish the company as a best-in-class payment processing solution."

"I am thrilled to be joining PaySimple at such a pivotal time in the company's growth. The demand for automated payment management solutions has continued to swell, and PaySimple has the most effortless solution for customers to implement and maintain." Jeff said. "I've spent many years in service businesses, but the PaySimple team has unparalleled passion for the customer. My task is to leverage this passion to make PaySimple the payment processing company of choice for end-users, developers, and resellers."

Jeff Gardner previously served as Services Vice President for Avaya, a company that designs, builds and manages communication networks for more than one million businesses worldwide. Prior to that position, he held other management positions with Avaya, Qubit Technology, Qwest Communications, and GE. He earned a Masters of Business Administration from the Darden School of Business at the University of Virginia, and a Bachelor of Science in Finance & International Business from Pennsylvania State University.

**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 QuickBooks and most other 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](http://www.paysimple.com).

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