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Press Release

PaySimple Offers New Discounted Pricing Package for Non-profit Businesses

Not-for-profits can now reap the benefits of electronic check and credit card processing with the robust PaySimple system at a specially discounted price.

DENVER, CO, July 11, 2007 – PaySimple, an industry-leading provider of payment management solutions for businesses, is pleased to announce it will be offering a discount product package specifically for non-profit businesses. Rollout of this package will commence at the National Association of Church Business Administration's (NACBA) 51st National Convention in Dallas-Ft. Worth, Texas, July 11th through July 15th, 2007.

Across industries, the consumer demand for easier payment methods is influencing the way companies do business, whether not-for-profit or for-profit. Direct-debit, auto-recurring programs, and online payment functionality are now considered commonplace and are also some of the most effective ways to increase contribution volume and fulfillment rates. According to electronicpayments.org, a NACHA sponsored website, non-profit businesses utilizing electronic payment processing average a 98 percent fulfillment rate, which is 50 percent higher than those using mail-based programs.

"As more and more industries are realizing the value of electronic processing, we're excited to not only have the ability to help small to medium-sized businesses, but also non-profits trying to compete with larger and more efficient corporations," said Eric Remer, CEO of PaySimple. "Our system helps non-profits cut down on processing costs and volunteer labor, gives donors an easier way to contribute, and ultimately facilitates revenue growth."

With the PaySimple system, non-profits can accept donations in person, over the phone, or online, and also set up donors on recurring-giving schedules. Because PaySimple hosts the secure payment form, the business does not need to have a website to implement an online giving program. The user-friendly, web-based system can be accessed from any computer, processes both credit card and electronic check transactions, and automatically deposits funds into the organization's bank account.

The PaySimple non-profit business package includes a setup fee of \$149.00, \$50.00 off the standard setup pricing, and free customization of a basic online payment form. Monthly gateway fees start at \$19.95, plus transaction fees, and additional discounts are available for NACBA conference attendees who visit PaySimple at booth #241.

For more information about the PaySimple payment processing gateway, visit the company website at <http://www.paysimple.com/> or call 800.466.0992.

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. <http://www.paysimple.com/>.

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