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Press Release

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PAYSIMPLE PARTNERS WITH BILLEO TO CONNECT BUSINESSES AND CUSTOMERS IN ONLINE PAYMENT SPACE

PaySimple and Billeo Allow Businesses To Offer The Fastest and Easiest Purchase and Online Bill Payment Capabilities Available

DENVER, CO, June 11, 2007 –PaySimple, an industry-leading provider of payment management solutions for businesses, is pleased to announce its partnership with Billeo. Billeo streamlines the buy and bill process by giving consumers the fastest and easiest way to purchase goods and pay bills online. PaySimple provides secure hosting for the online payment form as well as a simple, low-cost payment processing system for businesses.

The two companies formed a partnership to address two critical demands—the business demand for online payment capability and the consumer demand for easy, online bill pay. The partnership connects businesses with their consumers in the growing online payment space, helping them quickly integrate online bill pay directly into their websites. This allows them to reap the rewards of online bill pay, including increased sales, lower billing costs, and greater customer loyalty—all of which directly contribute to the bottom line.

“Market trends show us that online bill pay has a direct effect on successful customer relationships,” said Robin O’Connell, V.P. of Business Development for Billeo. “It isn’t a question of ‘if’ businesses will offer online bill pay, but ‘when.’ Billeo and PaySimple allow any company to jump-start the process. A website storefront can provide fast and easy bill pay. When you give customers the choices they want, they will reward you by coming back time and again.”

“Billeo’s solutions make the online purchase and bill-pay experience seamless for consumers, and PaySimple provides an equally user-friendly way for businesses to accept these payments,” said Eric Remer, CEO of PaySimple. “Our partnership, forged at the point where business and consumer demand for streamlined payments meet, will simplify the online payment process for all involved.”

Billeo allows consumers to store their passwords, credit card and bank information securely on their own computers. Customers select the payment option they would like to use, and Billeo automatically stores the transaction confirmation pages. Billeo gives customers a choice of payment options—with a credit or debit card or directly from their bank account. PaySimple both hosts secure online payment forms and provides a robust online payment gateway that enables businesses to set up recurring billing as well as accept credit cards and ACH direct-debits from checking accounts. The PaySimple/Billeo approach enables the merchant to retain complete control of the transaction and the customer by keeping customers on the merchants’ websites during the purchase and bill pay process, rather than diverting them to other payment sites—a key benefit that promotes customer loyalty.

For more information about PaySimple and its payment processing gateway, visit the company website at <http://www.paysimple.com> or call 800.466.0992. For more information about Billeo or to register your company, visit <http://www.billeo.com>.



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 Billeo:

Billeo gives consumers a fast, easy and intelligent way to exercise choice and control over their online purchases and payments. Billeo functions as the catalyst to make online purchases and bill paying as easy and financially rewarding as possible. Billeo is the trusted partner of 40 of the top banks and card issuers, and the company has the largest network of merchants and businesses across 24 categories, including VISA, Chase, Capital One, Wachovia, Bank of America, Wells Fargo and Target. Billeo was founded by experts from the EBPP, card issuer, banking, e-commerce and technology industries. Information about Billeo can be found at <http://www.billeo.com/>.

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