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Press Release

PaySimple Names Jeremy Segale as Vice-President of Operations

DENVER, CO, July 18, 2007 – PaySimple, an industry-leading provider of payment management solutions for businesses, is pleased to announce the addition of Jeremy Segale to its management team. Segale, formerly of Avaya, Inc (NYSE: AV), is now the Vice President of Operations for PaySimple and will be based at the company's headquarters in Denver, CO.

Segale brings to the company extensive experience in business-to-business technology services as well as substantial operations management experience. As a member of the PaySimple management team, Segale will play a key role in strategic business decisions and will be a driving force in the continuing efforts to improve efficiency of internal processes.

"We couldn't be happier to have Jeremy join our team," said Eric Remer, CEO of PaySimple. "His background in the business-to-business services industry as well as team management experience will enable him to continuously develop our internal systems and increase our operations efficiency."

"The energy and passion of the PaySimple team is astounding and I'm thrilled to have the opportunity to be a part of it," said Segale. "PaySimple has the potential to move to the top of the industry and I'm excited to begin working with the company to help shape its future."

While working for Avaya, Segale served as Director of North American Remote Services, heading a group of over six hundred engineers. Prior to his time at Avaya, he was a Senior Purchasing Manager with Dex Media. Segale earned a B.A. in Management and Finance at St. John's University in 1999.

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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