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PaySimple Partners with Market Hardware to Provide E-Commerce Capability

Market Hardware customers can now utilize the PaySimple system to accept online payments via credit card or checking account direct-debit.

DENVER, CO, January 8, 2007 – PaySimple, an industry leading provider of payment management solutions for businesses, today announces a partnership with Market Hardware a leading provider of industry-specific web sites for small businesses, to provide e-commerce capability for all Market Hardware websites. This new partnership enables Market Hardware to offer its customers the ability to accept credit card and ACH payments with an online form.

The ability to accept online payments is becoming increasingly important for a wide variety of small business sectors. Market Hardware provides vertically-relevant web sites and web marketing to targeted small business verticals including remodelers, contractors, chiropractors and financial advisors. The addition of PaySimple enables them to offer custom-branded online-bill pay forms so that these businesses can provide a simple and convenient payment alternative to their own customers.

“We are excited to begin working with Market Hardware to provide an e-commerce option for their customers,” says Eric Remer, CEO of PaySimple. “Our simple system is ideal for users with all levels of web expertise, and our robust API makes for straightforward back-end integration.”

“Our partnership with PaySimple enables us to make our *Complete Website Package* even more complete,” said Patrick Smith, Market Hardware’s COO. “Now, in addition to content, design, and search engine marketing we can provide e-commerce capability as well. Our customers are looking for a merchant account solution that is easy to implement and cost effective. Pay Simple delivers on both counts.”

The e-commerce package offered to Market Hardware customers includes a custom designed online payment form that feeds into the PaySimple payment gateway. The form, which is stored on PaySimple’s secure server, can be used to process one-time payments or to create a new auto payment account for recurring charges. The PaySimple gateway can be used to process payments from credit cards, electronic checks, or ACH direct-debits—at some of the lowest rates available. Alternately, an online shopping cart can be integrated directly into the PaySimple gateway using a robust API that is custom configurable to accept proprietary fields.

As part of the PaySimple Partner program, Market Hardware is able to offer its customers special discounts on PaySimple services. It is also eligible to receive an ongoing revenue share on all transactions processed by its customers. PaySimple completely manages the merchant processing component, absorbs all financial risk, and provides complete marketing, service, and technical support for the system.

For more information on PaySimple electronic payment processing solutions, the PaySimple partner program, or to schedule an online demonstration of the PaySimple system, please call 800.466.0992 or email sales@paysimple.com. For more information on Market Hardware call 888-381-6925 or see www.markethardware.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 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.

About Market Hardware

Market Hardware is a leading provider of professional and affordable Web sites and Web marketing tools for small service businesses in the construction, home maintenance, personal service and real estate sectors. With expert content and professional writing and targeted designs, its flagship service, the Complete Website Package, makes it easy for local service businesses to have a professional, custom web marketing presence that is optimized for their industry. For more information, visit www.markethardware.com

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