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For Release September 21, 2006

PaySimple Adds Free Online Payment Function to Industry Leading Payment Gateway

PaySimple customers can now take advantage of online payment functionality with a custom-branded user interface, even if they don't have a website.

DENVER, CO, September 21, 2006 – PaySimple, a leading provider of payment management solutions for businesses, today announces that it has added a free online payment component to its standard payment gateway package. PaySimple is already among the industry's most complete payment processing solutions, providing the ability to accept payments via credit/debit card or ACH direct-debit, the capability to process paper checks electronically, and the ability to implement auto recurring billing programs. The new online payment feature will enable PaySimple clients to accept credit/debit card and ACH payments via a custom-branded secure online form.

The ability to accept online payments is becoming increasingly important for a wide variety of industries including utilities, medical services, insurance companies, and financial services. Non-profit organizations can increase revenue by using online donation forms; and online-bill pay forms enable businesses to provide a simple and convenient payment alternative to their customers.

"We've found that the ability to accept payments online saves time and money for our clients and their customers," says Eric Remer, PaySimple's CEO. "We designed the PaySimple online payment feature to eliminate all barriers to entry—we even provide free secure hosting of the form to clients who don't have websites. In addition, we believe that our clients should own their customer relationships, not us—that's why PaySimple offers a unique custom-branded payment form for each client. And unlike competing services, PaySimple processing is transparent to the user and all funds are directly deposited into our clients' accounts."

The PaySimple online payment form can be custom-configured by each client using a simple interface provided inside the merchant console. Basic web programming skills are required to effectively utilize the interface. Alternately, PaySimple will design a form to customer specifications for a nominal fee. The payment form can be hosted on PaySimple's secure server, or on the secure portion of a client's website.

In addition to accepting payments via the new online form, PaySimple can also be integrated directly into online shopping carts and business software applications using a robust API that is custom configurable to accept proprietary fields. With the ability to bill, process and deposit all payments automatically via an online form or directly through the gateway, PaySimple customers receive their money faster, more easily and more cost efficiently.

PaySimple's new online payment feature is included as part of all standard payment processing gateway packages, which start at \$19.95 per month. For more information on PaySimple payment processing solutions, the new online payment feature, or to schedule an online demonstration of the PaySimple system, please call 800.466.0992 or email sales@paysimple.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.

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