

## **For Immediate Release:**

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## **Online Invoicing Veteran Blinksale Teams with Top Processor JetPay to Deliver Fully Integrated Credit Card Processing.**

Most invoicing apps merely include a mechanism for you to add an existing merchant account or PayPal account (if you have one) in order to provide the end customer with credit card payment options. And in most cases, you need an online gateway like Authorize.net to connect your merchant account to an application like an online invoicing applications.

Today, Blinksale has launched “Blinkpay”, an integrated credit card processing application. “Our primary goal was to remove all complication from the process” says Brandon Cotter, Blinksale’s CEO. “Historically, you had to fill out a bunch of paperwork with the bank, then get a separate account with Authorize.net—and pay fees to each, just to accept credit cards.”

JetPay, the underlying processor, handles over \$20 Billion in transactions a year and was drawn to the ease-of-use of Blinksale. “We are constantly looking for ways to bring our significant back-end capabilities to customers in new and creative ways.” says Trent Voigt, JetPay’s CEO.

Blinkpay is available as an add-on to Blinksale starting at \$20/month plus interchange fees. More information can be found at <http://www.blinksale.com/blinkpay/>

### **About Blinksale.**

Blinksale has been a leading provider of simple, online invoicing since 2005. Blinksale was founded by industry veterans and was one of the first 37 Signals’ Basecamp partners. Blinksale was also one of the first commercial applications to make use of the Ruby on Rails application framework which helped transform the web application business. Today, Blinksale has tens of thousands of customers from 40 countries around the world and provides best-in-class invoicing and integrated credit card processing services.

### **About JetPay.**

JetPay is an end-to-end processor with a focus on the Ecommerce and Card-Not-Present marketplace currently processing approximately \$20 Billion per year in credit, debit and ACH payments. With its own in-house front end and back end processing/acquiring platforms, JetPay has the ability to customize unique solutions to each individual client without it affecting other clients across the platform. JetPay’s front end authorization platform is XML based and has a wide variety of API’s to allow merchants and developers to connect directly to JetPay without the need of a 3rd party gateway.