



FOR IMMEDIATE RELEASE

Hill Country Payroll Adds Sales and Marketing Leader, Opens New Market, and Expands Service Offering

Baese Joins Leading Payroll Processor, Round Rock Becomes Newest Market, and Company Introduces Enhanced Web-Based Solution

Round Rock, TX (January 22, 2007) – Hill Country Payroll, Inc., a full service payroll provider founded twelve years ago in New Braunfels, is pleased to announce that Writ Baese has joined the company. Baese comes to Hill Country Payroll with 17 years of combined experience leading national sales, customer service, finance, and operations teams. He is a graduate of the University of Texas and has lived in Round Rock for 10 years.

“We are excited to have Writ as part of the ownership team at Hill Country Payroll. He has extensive experience building and operating business services organizations. His background will allow us to maintain our industry-leading service level, and it will create a unique opportunity for us to further develop our business in the Round Rock area,” said Arlon Baese, Hill Country Payroll’s founder and president.

“Being part of the Round Rock community has been amazing,” said Writ Baese. “We have lived here for 10 years and I am finally fortunate enough to also call this my place of business.”

Additionally, Hill Country Payroll is pleased to announce the official launch of an enhanced client portal, PlatinumPay. PlatinumPay is a secure, web-based solution that gives Hill Country Payroll’s clients real time access to over 100 reports along with an

easy-to-use system for transmitting payroll and new hire information. Users also get the benefit of an integrated Human Resources Information System (HRIS) that centralizes all employee records and payroll data in one secure online location.

“PlatinumPay has been rolled out to a select group of our existing clients and the response has been outstanding,” noted Writ Baese. “The feedback has centered around the ease of use and the client’s ability to work on their own terms - two of the driving forces behind the enhancements. We are very excited to offer our clients the advantage of staying in front of the payroll industry with innovative tools such as PlatinumPay.”

More information on PlatinumPay and other customized programs that are available through Hill Country Payroll can be obtained by calling (512) 294-2638.

About Hill Country Payroll

Hill Country Payroll, Inc. is a regional provider of payroll processing services. Founded in 1995 by Arlon Baese, Hill Country Payroll provides payroll processing services to many small and medium sized businesses in Central Texas and throughout the state. The company offers a wide range of services including Direct Deposit, Electronic Tax Filing, and Automated Timekeeping. These services are highlighted by PlatinumPay, Hill Country Payroll’s online payroll system. PlatinumPay gives you the control, security, and convenience of updating all of your employee records, payroll, and HRIS info from one centralized and secure web based location.

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