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## **Apex® Payroll Acquires Online Benefits Enrollment Platform**

**Atlanta, GA** - August 7, 2012 - Apex Payroll, Inc. and its subsidiary Apex Benefits, Inc., a quickly emerging national provider of comprehensive payroll, tax filing, human resources and timekeeping cloud-based technology and services, today announced it has acquired an online benefits enrollment platform from Fieldlink, Inc.

With the acquisition, the product will be launched as Enroll OnDemand. Enroll OnDemand is a cloud-based platform developed by veteran insurance professionals to automate the insurance benefits enrollment process for companies, employees and insurance brokers, connecting seamlessly to national insurance carriers. The system has visual, verbal, educational and interactive solutions to assist companies in administering voluntary and non-voluntary plans to their employee base. Employees can go to a secure website to select and customize their insurance options.

According to Apex Payroll, Inc. CEO Stephen W. Gregg, "This acquisition perfectly complements our Enterprise Payroll and HR system, Employer OnDemand, with a superior benefits solution. We chose this technology because it was designed by highly respected insurance professionals that truly understand insurance carriers' and brokers' needs coupled with the experience of implementing a variety of insurance products to thousands of companies over the years."

"We have had a tremendous amount of growth over the last three years and are committed to the continued expansion of products and services to ensure our customers have a competitive edge. This fully integrated cloud-based payroll and benefit enrollment solution will allow our customers the ability to expand their mid-market presence and acquire new channel partners," said Marty Hamby, President of Apex Payroll. Kevin Lenahan, CTO of Apex Payroll said "Enroll OnDemand is an excellent Microsoft .NET product that my team will be able to quickly integrate with our Microsoft .NET payroll and human resources product line, Employer OnDemand."

Apex will continue to add new customers to the Enroll OnDemand platform and is scheduled to complete the total integration of Enroll OnDemand and Employer OnDemand during the 1<sup>st</sup> quarter of 2013.

### **About Apex® Payroll and Apex® Benefits.**

Apex Payroll is a trusted provider of comprehensive payroll, payroll tax, human resources and timekeeping cloud-based technology and services. Apex Payroll's proven solutions allow independently owned payroll and HR service companies to efficiently compete feature for feature with larger established firms. Visit our company's website at [www.apexpayroll.com](http://www.apexpayroll.com) or contact us at 877-750-APEX (2739) for additional information.

For more information on superior Payroll and HR solutions from Apex Payroll, visit [www.apexpayroll.com](http://www.apexpayroll.com)