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# Paychex and CPA2Biz Celebrate 10 Years of Strategic Alliance Through AICPA Trusted Business Advisor Solutions™ Program

*A special infographic demonstrates the impact and success of the program among accounting professionals*

ROCHESTER, N.Y.--(BUSINESS WIRE)-- Paychex, Inc., a leading provider of [payroll](#), [human resource](#), and [benefits outsourcing](#) solutions for America's small and medium-sized businesses, and CPA2Biz, the technology subsidiary of the American Institute of CPAs (AICPA), are commemorating 10 years of partnership on the flagship service offering of the AICPA Trusted Business Advisor Solutions™ program, designating Paychex as the preferred payroll and retirement services provider for AICPA members and their clients.

Designed specifically for CPAs, the Paychex Partner Program enhances the accountant's role as a client's most trusted advisor. As a participant, CPAs receive unique value opportunities for providing Paychex payroll, human resource, and 401(k) services to clients. With their clients' permission, CPAs also get free online access to a number of Paychex reporting tools, including Paychex Online Reports and General Ledger Reporting Services.

"Today, more than half of the CPA firms in the U.S. are enrolled and actively participating in the Paychex Partner Program from AICPA Business Solutions," said Andy Childs, Paychex vice president of Marketing. "That's a testament to the value of the program and the critical role payroll and retirement planning services play in the CPA's client practice."

"This program is a business enabler for AICPA members," said Erik Asgeirsson, president and CEO of CPA2Biz. "Payroll and HR are important back office functions for a small business, and our program helps ensure that CPAs remain key advisors to their clients in decisions that impact these areas."

CPA2Biz launched the AICPA Trusted Business Advisor Solutions™ Program in 2003 to help CPA firms deliver enhanced value to clients, with Paychex as the program's first partner and preferred provider of payroll services. Firms play a key role in helping clients manage their payroll services, whether in-house or by referring clients to leading service providers like Paychex. Since the program began 10 years ago, tens of thousands of CPAs have referred their clients to Paychex through the program.

"I have participated in the AICPA program for the last eight years, and it has been a wonderful experience for my firm and my clients," said Walter Saulenas, CPA of Selig & Company, P.C. "I recommend that all accounting firms serving small businesses participate."

In 2005, the partner program expanded to include 401(k) recordkeeping services, and in

2008, Paychex was named the preferred retirement services provider for AICPA members. In 2011, the partnership was officially extended through September 2016.

Paychex and CPA2Biz released an infographic that illustrates the reach and success of the program. The infographic is available for download and embedding at <http://visual.ly/paychex-and-aicpa-tentrusted>.

For more information on the AICPA Trusted Business Advisor Solutions™ Program, visit [www.paychex.com/accounting-professionals/partners/aicpa.aspx](http://www.paychex.com/accounting-professionals/partners/aicpa.aspx).

## **About Paychex**

Paychex, Inc. (NASDAQ:PAYX) is a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. The company offers comprehensive payroll services, including payroll processing, payroll tax administration, and employee pay services, including direct deposit, check signing, and Readychex®. Human resource services include 401(k) plan recordkeeping, section 125 plans, a professional employer organization, time and attendance solutions, and other administrative services for business. A variety of business insurance products, including group health and workers' compensation, are made available through Paychex Insurance Agency, Inc. Paychex was founded in 1971. With headquarters in Rochester, New York, the company has more than 100 offices serving approximately 567,000 payroll clients as of May 31, 2012. For more information about Paychex and our products, visit [www.paychex.com](http://www.paychex.com).

## **About CPA2Biz**

CPA2Biz, a subsidiary of the American Institute of Certified Public Accountants (AICPA), provides marketing and technology services to the AICPA for its wide array of products and services. CPA2Biz also develops and manages client-focused business solutions programs (e.g. payroll, bill management) that enable CPAs to build stronger relationships with their business clients or employers. For more information, visit [www.cpa2biz.com](http://www.cpa2biz.com).

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