

PART III - NARRATIVE

State below in reasonable detail why Forms 10-K, 20-F, 11-K, 10-Q, 10-D, N-SAR, N-CSR, or the transition report or portion thereof, could not be filed within the prescribed time period.

The Registrant is unable to complete the preparation of its Annual Report on Form 10-K for the year ended December 31, 2011 within the prescribed time period because it experienced unforeseen delays in the collection and compilation of certain financial and other related data to be included in the report and the associated audited financial statements and notes, and the Company identified items in their closing process that warranted further analysis. This information could not have been obtained without unreasonable effort or expense to the Registrant. The Registrant is working diligently to finalize this data and anticipates filing its Annual Report on Form 10-K for the year ended December 31, 2011 within the prescribed period allowed by Rule 12b-25.

PART IV - OTHER INFORMATION

(1) Name and telephone number of person to contact in regard to this notification

Christopher Culross	(617)	861-6050
(Name)	(Area Code)	(Telephone Number)

- Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If answer is no, identify report(s). Yes No
- Is it anticipated that any significant change in results of operations from the corresponding period for the last (3) fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof? Yes No

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

PAID, Inc.

(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date March 16, 2012

By: /s/ Christopher Culross

Name: Christopher Culross

Title: Chief Financial Officer

INSTRUCTION: The form may be signed by an executive officer of the registrant or by any other duly authorized representative. The name and title of the person signing the form shall be typed or printed beneath the signature. If the statement is signed on behalf of the registrant by an authorized representative (other than an executive officer), evidence of the representative's authority to sign on behalf of the registrant shall be filed with the form.

ATTENTION

Intentional misstatements or omissions of fact constitute Federal Criminal Violations (See 18 U.S.C. 1001).