

FOR IMMEDIATE RELEASE

***CULLIGAN OF TRI-CITIES SELECTS BILLTRUST'S COMPLETEBILLING™
SOLUTION TO PROVIDE OUTSOURCED BILLING SERVICES***

*-- Multi-Branch Culligan® International Dealer Aims to Save Time and Money Through
Billtrust's Outsourced Billing Solution--*

PRINCETON JUNCTION, NJ, February 9, 2004 – Billtrust, a leading provider of outsourced billing solutions, today announced that Culligan of Tri Cities, headquartered in Blountville, TN, has chosen its CompleteBilling™ outsourced billing solution to handle all of their billing needs. The CompleteBilling solution will enable Culligan of Tri Cities and their branches to significantly reduce the time and cost associated with customer billing, accelerate cash flow, improve customer service, as well as facilitate the initiation of migrating their customers to electronic billing.

Instead of printing invoices and statements in-house, all of Culligan of Tri Cities' branches can now electronically transmit their bills to Billtrust for processing. Billtrust's SmartRouting™ technology analyzes the data and automatically determines the most cost effective delivery route including e-bill, e-mail, fax, or U.S. mail. With a guaranteed 24 hour turnaround, Billtrust offers the most extensive range of outsourced billing services available for small and medium-volume businesses, including: bill design consultation; variable marketing messages and inserts; and comprehensive reporting.

“We are very excited to be working with Billtrust's CompleteBilling solution,” said Robert McCollum, President of Culligan of Tri Cities. “By outsourcing our bill processing, we anticipate a noticeable reduction in our current overhead expenditures as well as the ability to re-allocate resources to better serve our customers and grow our business.” “One of the main benefits we see outside of the obvious savings,” he adds, “is how Billtrust will enable us to target market our customers with our various services. After all, we already know our customers are going to be looking at their bill – now we can add targeted marketing messaging that will ultimately impact sales.”

With the ability to either send bills electronically or via the United States Postal Service (depending on the customer's preference) CompleteBilling also provides users with the capability for a seamless transition to electronic billing. Through Billtrust's e-Billing solution, users can reap the rewards of the customer service and productivity advantages of the technology, without the cost or hassle of installing and maintaining an in-house e-bill solution.

“Our solution has proven itself to be extremely valuable to the bottled water industry,” said Billtrust President, Flint A. Lane. “Culligan of Tri Cities has locations in several states which can be even more difficult when it comes to sending a large volume of bills out each month. We take the pain out of this process through our CompleteBilling solution so they can focus on their core business.”

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About Billtrust

Headquartered in Princeton Junction, NJ, Billtrust (www.billtrust.com) is a leading provider of outsourced billing solutions. The company's flagship product and service suite, CompleteBilling™, automates the entire billing process, enabling small and medium-sized businesses to save money, increase productivity, improve cash flow, and migrate to electronic delivery. Compatible with almost any accounting package, CompleteBilling is the most feature-rich outsourced billing solution of its kind.

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