

**FOR IMMEDIATE RELEASE**

**BILLTRUST WINS BID TO PROVIDE BILLING RE-ENGINEERING SOLUTION  
FOR IDEXX LABORATORIES**

*-- Billtrust's CompleteBilling™ outsourced billing solution has been selected by IDEXX --*

**WINDSOR, NJ, July 19, 2004** – Billtrust, a leading provider of outsourced billing solutions, today announced that they have been selected by Westbrook, Maine based IDEXX Laboratories, Inc. as the vendor of choice to provide a comprehensive billing solution. IDEXX is utilizing Billtrust's CompleteBilling solution to enhance their billing function. The CompleteBilling solution enables IDEXX to improve their customer service and performance through optimized bill design, provide customers with paperless options for receiving their billing documentation, and significantly reduce the time and cost associated with customer billing.

“With the complexities and high volume of our monthly invoices and statements, we knew we needed to do something to change our current process,” said Ed Garber, Director of Corporate Financial Planning and Analysis of IDEXX. “We reviewed several vendor offerings and selected Billtrust based on their expertise and the breadth of their solutions. Specifically, we were very impressed that Billtrust shared our commitment to optimize billing documentation to improve our customers’ overall experience.”

Billtrust has worked very closely with IDEXX to evaluate their current billing processes and to then reconstruct and automate that process into an optimized billing solution. IDEXX's invoices were reengineered to make them easier to understand and allow them to incorporate variable marketing messages and different payment options. In addition, Billtrust created a custom branded website for IDEXX that empowers their customers to select or modify their preferred means for receiving their bill, choosing from mail, e-mail or fax. Billtrust will also work with IDEXX to reengineer monthly statements over the next few months.

“IDEXX came to us with some extensive customized billing needs.” said Billtrust President Flint A. Lane. “We worked very closely with them to build a comprehensive billing solution that included a unique bill form design, customer access website, online customer care, dynamic in-bill marketing capabilities and specific bill pulling rules. This is a testament to our product's flexibility, which is one of our key differentiators in our industry.”

**About Billtrust**

Headquartered in Windsor, NJ, Billtrust ([www.billtrust.com](http://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.

-- continued --

**About IDEXX Laboratories**

IDEXX Laboratories, Inc., is a worldwide leader in the development and commercialization of innovative, technology-based products and services for animal health. The Company's largest business is focused on companion animal health, combining biotechnology, medical device technology and information technology to aid veterinarians in providing better medicine while building successful practices. IDEXX Laboratories is also focused on employing innovative technologies to monitor production animal health and the safety and quality of drinking water and milk. Headquartered in Westbrook, Maine, IDEXX Laboratories employs over 2,500 people and offers products to customers in more than 100 countries.

---

# # #

**Contact, press only:** **Bobbie Sauter**, *Billtrust* - (609) 580-0050 or [bsauter@billtrust.com](mailto:bsauter@billtrust.com)