



Contact: Mitch Rose,
VP Marketing, Billtrust
609-235-1010 X122
mrose@billtrust.com

Electronic Bill Delivery Takes Off at Billtrust
Wholesale Distributors Have Achieved Double Digit Electronic Bill Delivery Growth

PRINCETON, NJ, JULY 24, 2007 – Billtrust, the leading provider of outsourced billing services announced a +40% increase in their e-Adoption rate since the beginning of the year. This rate is calculated by taking the total number of invoices sent electronically and dividing by the total number of bills sent for a defined time period.

According to Mitch Rose, VP Marketing at Billtrust, “For several years we have been helping our customers migrate their customers to electronic bill delivery. Our research indicated that the time was right for a dedicated e-Adoption effort.”

The *Accelerated e-Adoption Program* offers best practice consultation, implementation support and incentives for achieving key milestones. Each quarter Billtrust rewards the customer that achieves the highest e-Adoption point increase an office party. The 2Q 2007 winner is Harry Cooper Supply with a +24 point increase over the previous quarter.

“We are thrilled with the strong e-Adoption results we achieved. Billtrust helped get us started and provided tools and reports to keep us on track, said Larry McMullin, Corporate Controller at Harry Cooper Supply.

Billtrust offers a suite of bill delivery products that include both U.S. Mail and electronic options including Email, Fax and Web. According to Rose, “Our electronic solutions were developed with both our customer and our customers-customer in mind. Our e-Adoption success is a reflection on the ability of these products to meet their needs.

About Billtrust

Headquartered in Jamesburg, NJ, Billtrust is a leader in outsourced billing solutions. The company’s flagship product and service suite, called CompleteBilling, consists of paper, fax and e-mail billing as well Invoice Gateway, a hosted web billing and payment service. In addition, the company provides expert bill design, in-bill marketing services, and an integrated online customer service tool called CustomerCare. These comprehensive tools automate the billing process, enabling businesses to save money, increase productivity, improve cash flow, and seamlessly migrate to electronic delivery. More than 200 companies nationwide rely on Billtrust for their billing needs. For more information, visit Billtrust online at www.billtrust.com.

#####