



FOR IMMEDIATE RELEASE

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-- Billtrust Wins Outsourced Billing Contract With Deep Rock Water --

-- Latest Deal Builds on Billtrust's Momentum as a Leading Provider of Outsourced Billing Services to Bottled Water Companies Nationwide --

WINDSOR, NJ, December 9, 2004 – Billtrust, a leader in outsourced billing solutions, today announced that it has been awarded a contract to provide Deep Rock Water, a major bottled water company serving customers from Minnesota to Colorado, with an integrated solution for its next generation billing and customer care needs for 2004 and beyond. Under the terms of the contract, Billtrust is supplying Deep Rock Water with its CompleteBilling™ suite, including paper billing, electronic billing, CustomerCare, expert bill redesign, and in-bill marketing.

With the addition of this contract, Billtrust builds on its growing momentum as a leading outsourced billing provider to the bottled water industry, counting over a dozen major bottled water companies among its clients. The win also demonstrates the exceptional success Billtrust has had across vertical markets as companies realize the operational and customer service benefits of CompleteBilling.

“The selection of Billtrust to support these critical business functions within Deep Rock Water reflects Billtrust’s extensive experience in architecting billing and customer care solutions,” said Flint A. Lane, president of Billtrust. “Deep Rock Water has a long-standing reputation for outstanding customer service and Billtrust is proud to be a part of their new customer centered billing initiatives. Billtrust is helping Deep Rock Water achieve its business objectives by working quickly to implement a billing solution that strengthens its brand image, creates cross-selling opportunities, speeds cash flow, and lowers billing costs.”

“Billtrust came highly recommended by our accounting system provider, and quickly emerged as the clear winner to provide us with support on our critical billing functions,” said Deep Rock Water CFO Jeff Sauter. “Billing and customer care are very important to Deep Rock Water. Along with our route representatives, the billing system and our customer care reps really define the relationship we have with our customers. By partnering with Billtrust, we are able to improve the image and usability of our bills, streamline our internal operations, and count on exceptional billing and customer care support. Billtrust’s online CustomerCare™ solution also impressed us with its ease of implementation and use.”

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Deep Rock Water had been using an outdated, inflexible postcard-based system for billing its more than 50,000 business and residential customers. Billtrust's bill design experts worked closely with Deep Rock Water to create an intuitive bill design, to reduce customer confusion and billing related calls to customer service. The enhanced bill design also is proven to speed customer payments by up to five days. Within the new bill design, Deep Rock Water also has the ability to cross-sell to their customers through dynamic in-bill marketing efforts. Deep Rock Water went live with CompleteBilling just 45 days after contract signing.

"Billtrust excels at working with customers to understand what they need to achieve with their billing and customer care investments, and translating that knowledge into innovative solutions that solve real problems," said Lane. "Working together as true partners, we are able to add value to the overall billing solution and build long-term business relationships."

Billtrust's outsourced billing services span the full lifecycle of billing and customer care, in any accounting system environment. Once the invoice and monthly statement re-design is complete, billing data is sent directly to Billtrust for processing, where it is parsed into a specially formatted bill design form. Specific billing rules then are incorporated and Billtrust's SmartRouting™ technology completes the cycle by delivering bills via print, e-mail, fax or e-bill processing. Upon completion, customer service staff (as well as the customers themselves) then can access PDF images of customer invoices at any time, through Billtrust's online CustomerCare solution.

About Billtrust

Headquartered in Windsor, NJ, Billtrust is a leader in outsourced billing solutions. The company's flagship product and service suite, called CompleteBilling™, is comprised of paper billing, electronic billing (fax and e-mail) and online e-billing offerings, as well as 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. Billtrust's CompleteBilling is the most feature-rich outsourced billing solution of its kind. For more information, visit Billtrust online at www.billtrust.com.

About Deep Rock Water

Over the years, business and residential customers have counted on Deep Rock Water for their refreshment needs. We offer a wide range of products and services, including bottled Artesian, Spring, Distilled and Drinking Waters, home delivery, office delivery, water cooler rental, advanced filtration, reverse osmosis systems, and more. For offices, we even provide other refreshments, such as coffee and tea, and equipment such as microwaves and refrigerators. For more information, visit Deep Rock Water online at www.deeprokwater.com.