



NEWS RELEASE: FINAL

Contact: Flint Lane
Billtrust
609-580-0050
flint@billtrust.com

-- Billtrust Forms National Marketing Alliance With WIT & Co. --

-- Plumbing and HVAC Distributors Gain Advantages With Billtrust Services --

WINDSOR, NJ, February 21, 2005 – WIT & Co., Ltd., a nationwide, member owned and managed distribution channel for plumbing and HVAC supply companies, and Billtrust, a leader in outsourced billing solutions, today announced an agreement making Billtrust an Approved Source for billing services for WIT’s more than 70 distributors. The alliance combines WIT’s purchasing power with Billtrust’s expertise in outsourced billing services, including paper and electronic billing, bill design, in-bill marketing, and customer support.

"We're thrilled to have Billtrust join WIT as an Approved Source for outsourced billing services," said Chuck Zweck, WIT's Director of MIS. "A WIT Technology Committee goal is to lower transaction costs and add value for our distributors; Billtrust should help make a real impact on the bottom line of WIT Distributors."

"Billtrust’s product and services strategy continues to gain momentum as we work with partners like WIT to deliver solutions meeting industry-specific needs," stated Flint A. Lane, president of Billtrust. "WIT offers deep industry insight and exceptional buying power for its members. The alliance of these great organizations will offer plumbing and HVAC supply companies effective billing solutions with superb economy of deployment and return on investment."

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.

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