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Press Release

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BillingTree Appoints Randy Phelps COO After Experiencing Strong Growth in First Half of 2010

Hundreds of new customer wins plus aggressive push into new sectors drives staff additions, appointments and establishment of annual conference

Phoenix, Ariz. – August 4, 2010 – BillingTree, Inc, one of the nation’s leading on-demand payment processors, announced substantial growth in company operations, with hundreds of new customer wins in the first half of 2010. Expansion into multiple new industries including Healthcare and Utilities, along with rapid customer growth, resulted in several new appointments to the company’s [leadership team](#) along with the announcement of an annual conference to be hosted this year in [Scottsdale, AZ November 11-14](#). The company experienced a 20 percent increase in employee numbers over the past six months to support aggressive plans for future expansion.

During the first half of 2010, BillingTree promoted Sr. VP of Operations, Randy Phelps, to the position of COO. Other staff developments included the addition of Holly Merrill in a newly created Director of New Product Development position. Additional staff advancements saw Chad Probst promoted to Director of Sales, Dave Yohe hired to lead the Corporate Marketing Team, Jason Rabago promoted to Strategic Alliance Manager, and Jose Garcia hired as Customer Support Manager.

“Businesses from more and more industry verticals are realizing the value of moving to e-billing and on-demand payment processing. These initiatives not only significantly cut costs, but can dramatically reduce Days Sales Outstanding by up to 30 percent,” commented Randy Phelps, newly

appointed COO at BillingTree. “Such bottom line benefits are exactly what companies are looking for, especially in the current economic climate.”

“I am extremely proud of our company’s performance which enabled so many promotions and new additions to the team,” added Scott McCollum, President of BillingTree. “Each of these individuals offers tremendous experience and knowledge for which the board and I recognized as necessary to maintain and accelerate our rapid growth pace, putting us in a perfect position to manage and support our expanding customer base.”

The company’s year to date success also allowed for the continued involvement in several charity and community projects this year, including the second annual Rock Block Benefit Concert. From the proceeds of the concert, BillingTree will be supporting [ChildHelp](#) and the [Juvenile Diabetes Research Foundation](#). The Rock Block Benefit Concert will be being held downtown Phoenix on Saturday, November 13th 2010. For more information please visit: <http://www.mybillingtree.com/rockblock/>.

BillingTree supplies the leading fully integrated, multi-channel electronic payment platform to a growing list of Industries, including Utilities, such as power, cable, municipal, and phone, as well as Healthcare and Subscription-billed services. Benefits of electronic payment solutions include an accelerated availability of consumer funds, reduced costs associated with manual-payment processing, improved cash management, and integrated processing by managing all payments, returns, and corrections through a single portal.

About BillingTree

The proven leader in on-demand payment processing, BillingTree empowers customers with competitive advantage through a simplification of the billing and receivables process. By delivering the most innovative technology while making it as easy and inexpensive as possible to accept payments, BillingTree has revolutionized the payments landscape. Our software-as-a-service (SaaS) model delivers industry-leading payment solutions, proven integration, and point-and-click simplicity. BillingTree’s focus on innovation has allowed us to help more than 1,200 customers eliminate manual processes and automate their payment cycles. BillingTree - Growth is our Business. For more information, visit www.mybillingtree.com or call 877.4.BILLTREE.

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