

IF NOT DELIVERED RETURN TO

---

---

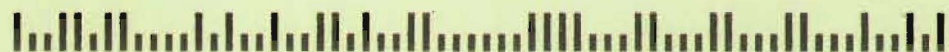
---

FIRST  
CLASS



ARE YOU STILL BILLING AND  
GETTING PAID THE SAME OLD WAY?

John Riley  
1234 Main Street  
Anytown, USA 65434





“CheckFree E-Bill makes  
completely paperless  
transactions a reality.”

USA Today

CheckFree E-Bill electrifies the way you get paid

and

CheckFree E-Bill - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Guide Print Security Stop

**CheckFree**  
Payments Services

**CHECKFREE E-BILL**

WELCOME  
VIEW PAYEES  
ADD PAYEE  
CATEGORIES  
PAY BILL  
E-BILLS  
QUICK PAY  
PAYMENT LIST  
CUSTOMER CARE  
HELP  
LOGOFF

To pay a bill fill in the payment information and click on the Pay Bill button below.

John Riley  
1234 Main Street  
Anytown, USA 65434

Date: 9/8/1998

Pay to the order of:  
BELLSOUTH TELECOMMUNICATIONS

Amount: 228.40

Pay: Once

**Pay Bill**

When customers press PAY BILL,  
remittance is sent to the merchant's bank  
account on the chosen date, allowing  
funds to be put to work more quickly.



aid and streamlines the way you bill your customers.

Now you can eliminate the paper, the printing, the postage and the waiting from billing operations with CheckFree E-Bill – the first end-to-end electronic billing and payment solution.

The screenshot shows a Netscape browser window titled "CheckFree E-Bill - Netscape". The address bar is empty. The menu bar includes "File", "Edit", "View", "Go", "Communicator", and "Help". The toolbar contains icons for "Back", "Forward", "Reload", "Home", "Search", "Guide", "Print", "Security", and "Stop". The main content area displays the "CheckFree E-Bill" interface. On the left is a dark blue sidebar with white text links: "WELCOME", "VIEW PAYEES", "ADD PAYEE", "CATEGORIES", "PAY BILL", "E-BILLS", "QUICK PAY", "PAYMENT LIST", "CUSTOMER CARE", "HELP", "LOGOFF", "CHECKFREE PAYMENT SERVICES", "SPECIAL OFFERS", and "TECHNICAL FAQ'S". The main area has a header with the "CheckFree" logo and "CHECKFREE E-BILL" text. Below this is a navigation bar with icons and labels: "BACK", "PAY", "MARK", and "DELETE". The main content is titled "BELL SOUTH ELECTRONIC BILLING NOTICE". It features a table with two rows: "DUE DATE" (September 10, 1998) and "TOTAL PAYMENT" (\$228.40). To the right of the table is a box containing the customer's name and address: "John Riley, 1234 Main Street, Anytown, USA 65434". Below the table, it shows account details: "Account Number: 770 555-1247 240 1886" and "Bill Period Date: September 1, 1998". A section titled "Summary of Charges" lists various charges and their amounts, totaling \$228.40.

Summary of Charges	
Current Charges	
BellSouth	
Monthly Service Charges	219.96
Other Charges and Credits	1.20
Itemized Calls	2.61
Taxes	4.63
Total Current Charges for BellSouth Companies	228.40
Total Current Charges Due Before Mar 4	228.40
Total Current Charges include the following amounts:	
Regulated Charges	65.74
Nonregulated Charges	162.66
Total Amount Due	228.40

*Every thirty days corporate America sends billions*

*of paper bills out the door — expecting billions of paper checks in return. CheckFree is proud to offer the first end-to-end electronic alternative to producing all that paper, stuffing all those envelopes and processing all those checks.*

This year, over 3 million billers will receive 100 million payments exceeding \$20 billion in value from CheckFree, the company that introduced and patented electronic bill payment nearly a decade ago.

CheckFree has now extended its industry-leading expertise with CheckFree E-Bill, breakthrough technology that streamlines billing and remittance forever.

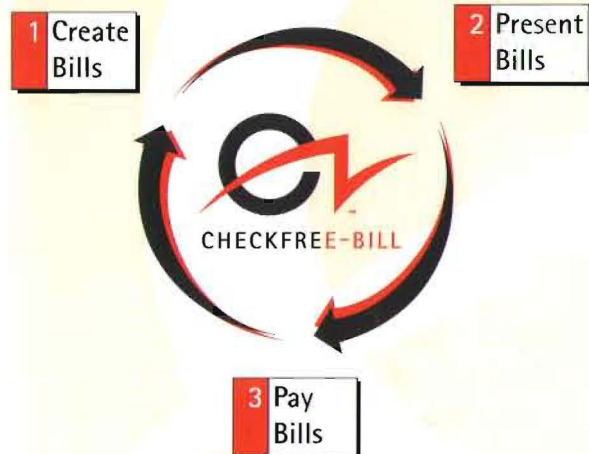
Whether you're a merchant mailing millions of bills each month or a financial institution wanting to establish market leadership, CheckFree E-Bill delivers the full benefits of electronic commerce effortlessly.





## How It Works • E-Bill 1 - 2 - 3

CheckFree E-Bill is a simple three-step process:  
Bill Creation, Presentment and Payment.  
Here's how it works:



### Step 1. Bill Creation



Merchants prepare E-Bills with their existing billing process, but without the printing, stuffing and mailing required for paper bills. The merchant transmits

the billing information to CheckFree. No special software or modifications to the print file are necessary.

CheckFree receives the billing data and converts it to an easy-to-view electronic bill. Merchants can also produce their own HTML bills as an in-house solution.

### Step 2. Bill Presentment



CheckFree consolidates bills from multiple merchants and stages them on its bill presentment server.

The financial institution aggregates this billing information on its Web

server for its customers. CheckFree can also host

E-Bills on its server as an outsourced solution for a financial institution or merchant.

Consumers visit an E-Bill Web site to view waiting E-Bills. The familiar look of a printed bill is displayed on the screen including all the "fine-print" legal information.

### Step 3. Bill Payment

Quick Pay: Unpaid E-Bills (2)

To pay multiple bills in a particular category, specify the amount.

Category: Unpaid E-Bills Change Category

Pay	Payee	Amount
<input checked="" type="checkbox"/>	CAPSTEAD MORTGAGE	565.78
<input checked="" type="checkbox"/>	FLORIDA POWER AND LIGHT	100.25
<input checked="" type="checkbox"/>	BELLSOUTH TELECOMMUNICATIONS	65.30

Pay Bills Reset

Consumers select the bills they wish to pay, choosing the payment amount and posting date. Payment is made with the click of a button.

Electronic remittance and posting data are sent in the bank and merchant's formats of choice — RPS, ACH, ePay or via CheckFree Direct.

CheckFree delivers immediate access to funds and 100% postable billing data for a seamless electronic experience.

## Benefits for Financial Institutions



*"CheckFree has become the undisputed leader of the electronic bill payment market and [has] agreements with 19 of the top 25 U.S. banks."*

American Banker

Over 300 financial institutions have chosen CheckFree. Why? CheckFree places the financial institution at the hub — the trusted agent to whom consumers entrust their financial security.

With the industry's only proven and reliable electronic billing and payment processing infrastructure, CheckFree E-Bill links financial institutions with both businesses and consumers. CheckFree E-Bill fits perfectly with your home banking offerings to create one-stop electronic convenience.

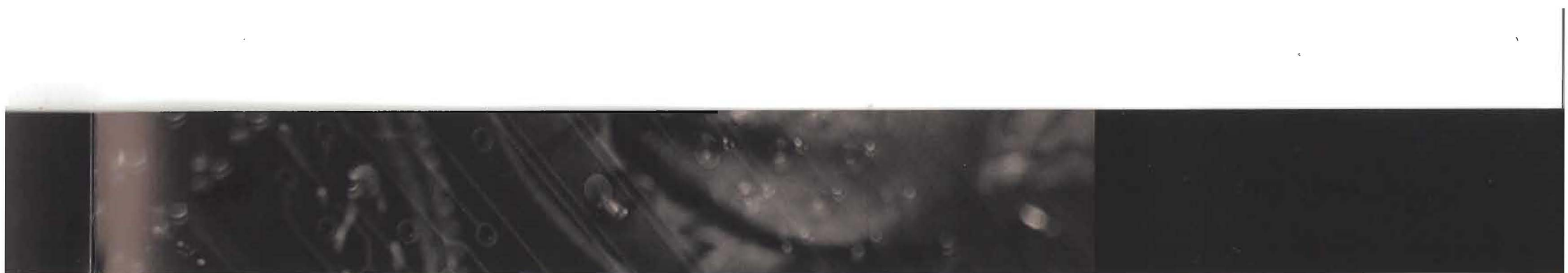
### Expand Your Market

The financial institution plays a central role as the consolidator of E-Bills from a broad base of regional and national merchants. Retail customers who visit your bank-branded Web site to pay their bills will encounter your marketing messages on a regular basis. Create great opportunities to cross-sell your products and services. Most importantly, they will look to your financial institution as a market leader with cutting-edge technology.

### Acquire New Customers

Customers looking to receive and pay their bills electronically will migrate to banks offering E-Bill services. In fact, research shows that Web-savvy customers have the highest income and education demographics — your most profitable customers!





### **Increase Customer Retention**

CheckFree E-bill builds solid customer relationships. When you offer your customers a convenient way to receive and pay their bills, the relationship between the financial institution and the customer grows stronger. Customer retention increases.

Plus, CheckFree E-Bill provides a direct channel to communicate with your customers on a regular basis and keep them connected to your organization.

### **Enjoy Cost Reductions**

CheckFree E-Bill's electronic efficiency can reduce your item-processing costs. There are no deposits to count, checks to process, receipts to generate or paper to push.

### **Deliver Financial Convenience & Control**

CheckFree E-Bill allows consumers to review charges like a conventional bill and store the bill electronically for future reference. It's a convenient way to keep billing and payment information easily accessible.

Billing and payment information can also be downloaded into Quicken®, MS Money® and other applications for a complete financial solution.

### **Offer "Pay Any Bill" Capability**

Offer your customers a total bill payment solution with CheckFree's Pay-Any-Bill capability. Consumers love the convenience of being able to pay anyone — the dentist, the preschool, the pool service, even the baby sitter.

### **Secure Transaction Technology**

CheckFree E-Bill is armed with one of the industry's most sophisticated transaction security environments, incorporating access security, Secure Sockets Layer technology, 128-bit key encryption and the *https://* protocol for secure connections.

### **Become the Financial Services Center**

CheckFree gives you the tools to solidify your central position for both your corporate and retail customers. As the centerpiece of CheckFree's 5-B electronic commerce strategy — banking, bill presentment, bill payment, brokerage and business — CheckFree E-Bill lets your customers receive bills and pay them from a single, convenient Web location — yours.

## Benefits for Merchants



*"CheckFree E-bill helps us offer additional service to our customers while improving the bottom line."*

Consumer's Energy

### Streamline Billing

This year, approximately 15 billion bills will be delivered to U.S. households. Each one of these bills will be printed, mailed and processed at an average cost of 85 cents to \$1.50 per bill.

Starting now, if you're a merchant, you can reduce the paper, printing, stuffing, postage and mailing in your billing operations. Electronic billing eliminates these manual steps to cut billing costs dramatically.

### Reduce Remittance Processing Costs

When you add up staff time, machine time, delivery and deposit fees, the total cost to process a conventional "clean item" paper check is 9 to 15 cents.


With CheckFree E-Bill, there are no envelopes to open, payment information to process, or checks to record, endorse and deposit. CheckFree can reduce the cost to process a payment 70% and more.

In addition to this expense, there is "float loss" — an indirect cost from loss of earnings during mail delivery, remittance processing and settlement.

### Eliminate Exceptions

In most companies, any payment received without a remittance document is treated as an exception. Exceptions are costly to process — approximately five times the cost of a "clean item" — because account numbers must be verified for accuracy and re-keyed by hand.





CheckFree E-Bill eliminates exceptions by creating a tightly integrated electronic loop from the time the bill is issued to the time that payment is credited to the consumer and deducted from his account. The crucial step of comparing the payment with the original bill is seamless.

#### **Energize Your Cash Flow**

When your customer presses PAY BILL, the transaction is electronically processed by CheckFree and sent directly into the merchant bank account on the chosen date. With check float eliminated, funds can be put to work immediately.

#### **Enjoy Easy Implementation**

CheckFree E-Bill is the only complete electronic bill presentment and payment solution that works the way you do. No changes to your existing billing or posting systems are necessary.

With CheckFree E-Bill, there's:

- No software to purchase;
- No integration systems to implement;
- No technical services to support; and
- No conversion of remittance data needed for posting.

Just provide CheckFree with your bill-printing data feed, specify your payment posting format and start enjoying the benefits of electronic commerce right away.

#### **Electrify Marketing Efforts**

CheckFree E-Bill turns an ordinary bill into a powerful marketing vehicle. Merchants can embed graphics, logos, animation and hot links into the E-Bill to create compelling marketing messages and interactive "statement stuffers." Execution time for printing, inserting and mailing statement stuffers is accelerated dramatically.

What's more, unlike mailed stuffers, electronic marketing can be precisely targeted. Phone companies can offer specific calling plans, credit card issuers can market ABT offers, cable companies can offer premium channels — all according to customer billing profiles.

#### **Improve Customer Service & Satisfaction**

CheckFree E-Bill opens a direct communications channel to expertly serve your customers. When customers log on, they immediately see messages waiting. Customer communications, service questions, and billing inquiries can now be handled electronically with expert efficiency via e-mail. What's more, E-Bills can contain direct links, via e-mail templates, that forward formatted messages to your appropriate departments.

Most importantly, CheckFree E-Bill increases customer satisfaction by making it easy to breeze through a stack of bills with the click of a mouse.



## Make the Move Into the E-Generation.



*"We saw long-term opportunities  
that we believe the Internet will  
provide in terms of interfacing  
with our customer base  
[via electronic billing]."*

Capstead Mortgage

### Establish Market Leadership

CheckFree E-Bill differentiates your business as a leader. By offering your customers cutting-edge electronic convenience, your marketplace identity is enhanced as a forward-thinking, advanced-technology company.

What's more, CheckFree offers a full suite of electronic commerce tools to handle your organization's payment and reconciliation needs electronically.

### Today, Not Tomorrow

Major merchants in every industry are already billing electronically with CheckFree — phone companies, utilities, insurance companies, mortgage companies, cable TV billers and more.

Now is the time to get your business ahead of the curve in electronic billing and payment. By making the electronic connection with CheckFree, you'll be systems-ready to handle the skyrocketing growth in electronic transactions (see sidebar info).

In addition, you'll enjoy significant cost reductions from paperless billing and payment, and see dramatic service improvements when customer communications are just a mouse-click away.

To learn how easy it is to electrify your billing operations and energize your cash flow with CheckFree E-Bill, call 800 532-9696 or visit our Web site at [www.checkfree.com/ebill](http://www.checkfree.com/ebill)



Reap the benefits of  
electronic commerce effortlessly  
with CheckFree E-Bill –  
the industry's only complete  
electronic billing and payment solution



## Are You Prepared?

The volume of customer payments you receive electronically has been going up month after month – 50% annual growth and more. Why? The growth of online households is skyrocketing.

### Online banking households are growing<sup>1</sup>

- 4.5 million in 1997
- 13 million in 2000
- 18.1 million in 2002

### Your customers are paying bills electronically<sup>2</sup>

- 800,000 in 1995
- 1.8 million in 1996
- 3.5 million in 1997

### The market potential is ready to explode

- 22 million households are interested in pursuing PC Banking and Bill Payment<sup>2</sup>
- 55% of PC households manage finances on a computer<sup>1</sup>
- 85% of the top 100 banks will offer PC banking by end '97<sup>1</sup>

1. Jupiter Communications – 1997 Home Banking Report

2. Piper Jaffray Research – Electronic Commerce Report



The complete electronic billing and payment solution.



4411 East Jones Bridge Road  
Norcross, Georgia 30092