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MORTAR'S NEW WEBSITE FOR OB10 MAKES COMPANY INFORMATION MORE ACCESSIBLE THAN EVER

SAN FRANCISCO, Calif., July 6, 2006—[Mortar](#), the San Francisco integrated marketing agency, has launched a new website for OB10, the leader in global electronic invoicing.

OB10 operates the leading global business-to-business e-Invoicing network. Participating members can send and receive invoices without having to agree on formats or file specifications or install software, dramatically increasing the efficiency of the entire invoice-to-pay process.

With clients in more than 70 countries, OB10 offers service that is tax-compliant throughout North America, Europe, and Asia. The site is available in six languages.

"We started this project as we always do by talking to the target, which in this case is Accounts Payables and Accounts Receivables professionals in big and small companies," comments Mortar co-founder Mark Williams. "Accounts Payable groups in Fortune 1000 companies are all seeking a way to eliminate incoming paper invoices. And they love the idea of a single global network, where no one has to install any software, and someone else does all of the leg work involved in supplier enrollment. From a design standpoint it was a relatively simple matter to transfer the benefits of using OB10 to the small screen."

"We're very pleased with the crispness of the new site," said Jamie Gunn, chief executive officer, OB10. "Mortar has set OB10 apart from similar-sounding rivals, and they have successfully positioned us as the leading global e-Invoicing solution."

About OB10

OB10's (<http://www.ob10.com>) standard-setting global B2B e-Invoicing solution simplifies and streamlines the complex invoice-to-pay processes between companies and their suppliers, while reducing the cost to manually process invoices by as much as 80 percent, and delivering ROI in less than six months. Operational in Europe, North America and Asia, web-based OB10 is compliant with each region's regulatory requirements, such as Sarbanes-Oxley and VAT. To ensure unrivaled supplier adoption, each new customer's suppliers are supported by an implementation services team responsible for getting them up and running on the OB10 network. Customers include: Hewlett-Packard, GlaxoSmithKline, Agilent Technologies, General Motors, Crown Holdings, BAT, Cargill, Mohawk Industries, TUI, Readers Digest, Eaton, Medas (BBC), Fisher Scientific, and Xansa (BT).

About Mortar

Mortar is a new, San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked customers. Mortar's unorthodox approach typically combines integrated communications strategy, online and offline advertising, street-level research, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>