

BainUltra Gets Peace of Mind with Esker DeliveryWare

Hydro-thermo massage bath experts select Esker to automate physical mail

Madison, WI August 14, 2006 – Esker, the leader in business document delivery solutions, announced today that BainUltra, a manufacturer of premier air-jet massage bathtubs and other well-being accessories, has implemented Esker DeliveryWare with the Esker Mail on Demand service to deliver invoices from its Canadian headquarters to its customers in the United States. Faced with high postage prices when sending mail across the border, coupled with the many hours it took each day to prepare mail deliveries, BainUltra will leverage Esker to save money and time associated with the entire process.

Esker DeliveryWare provides a single platform for automating the flow of transactional business documents directly into and out of ERP systems and other enterprise applications, eliminating manual order entry and physical document handling, resulting in saved time, reduced costs, and improved accuracy. To automate the delivery of physical mail, Esker DeliveryWare sends correspondence to the Esker on Demand Center, an external, outsourced mailroom that provides fast, high-quality, cost-effective mail processing services.

Prior to implementing Esker DeliveryWare, BainUltra customer operations employees would print each invoice from its ERP system Infor SyteLine, and then stuff, seal and stamp each envelope. The process was very time consuming and prone to human error. In addition, the price to mail invoices from Canada to the United States was almost \$1.00 per envelope. Mailing 1300 envelopes a month with two pieces of paper in each one, mailroom costs were becoming a burden on the business. Now with Esker DeliveryWare, invoices for US customers are automatically captured from Infor SyteLine and sent electronically to a mail facility in the United States. Once there, the invoices are prepared and mailed to the recipient, costing BainUltra only \$.77 per envelope.

“BainUltra has tripled its staff in the past eight years. As part of the IT team we understand the significance of this tremendous growth and have made it our responsibility to find the technology that will save us time, money and will require minimal support,” said Nicolas Beaumont-Frenette, IT Manager for BainUltra. “Since we went live with Esker DeliveryWare we haven’t heard from it again. In addition, we are saving an hour of manual labor a day and a significant amount of money on postage by outsourcing the mailroom processes. We can now take these savings and put them towards new projects that will directly enhance our customer service.”

“BainUltra’s offerings are designed to enhance the customer’s state of mind and overall well-being,” said Mike Wenzel, Esker Vice President of Sales, Americas. “Esker shares the same goal in its technology. We want to provide solutions that will handle business processes that were once a burden to allow organizations to focus energy on the activities that really matter.”

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About BainUltra

For more than 25 years, BainUltra has created therapeutic air baths and complementary products that focus on improving physical and mental well-being. The company focuses on using therapeutic air jets to create a total body massage with the BainUltra™ ThermoMasseur™. Over the years, the company has worked tirelessly to explore and master the use of heat, air and water to deliver high-quality massage, making the BainUltra ThermoMasseur the standard of excellence in the industry and BainUltra, the leading designer of air baths. Based in Quebec City, BainUltra sells its therapeutic baths and products through more than 800 specialty kitchen and bath retailers in North America. For more information about BainUltra, call 1-800-463-2187 or visit www.bainultra.com.

About Esker

Esker is a recognized leader in helping organizations streamline manual, paper-intensive processes and reduce the use of paper by automating the flow of documents into, within and outside the organization. With patented document delivery automation software (Esker DeliveryWare) and hosted document delivery services (FlyDoc), Esker offers a total solution to automate every phase and every type of business information exchange. Customers gain significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months. Founded in 1985, Esker operates globally and has over 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. For more information, visit www.esker.com or www.flydoc.com.

Corporate Contact: Renee Thomas, Esker, Inc. ■ renee.thomas@esker.com ■ 608-828-6140

Investor Relations Contact: Emmanuel Olivier, Esker S.A. ■ olivier@esker.fr ■ +33 (0)4 72 83 46 46

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