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billFLO's new API brings electronic invoicing to every small business

Bay Area startup launches easy integration for Accounting System Vendors

OAKLAND, CA – November 12, 2009 -- Anoowa Inc. announced today the immediate availability of its new billFLO™ seller API that allows any accounting system to rapidly deploy billFLO's highly rated invoicing functionality for their customers. billFLO invoices eliminate invoicing friction for small businesses by providing machine-readable invoices that can be easily and quickly imported into most of today's common accounting systems.

Each year nearly 20 billion paper invoices are exchanged between businesses at the price of almost \$30 billion in lost productivity. A small business receiving 100 paper bills each month requires at least six hours or \$400 for manual processing of incoming paper invoices. billFLO eliminates that expense and the potential for data entry errors. By including billFLO's new seller API, accounting system vendors can now give 100% of their customers streamlined, integrated access to billFLO functionality.

"Demand from Accounting System vendors for billFLO invoicing for their customers has been high," said Ian Sweeney, Anoowa CEO. "With the billFLO seller API, Accounting System Vendors can easily give their users the ability to send billFLO invoices directly from their accounting software." He added: "The ability to send a billFLO invoice is available to more than 75% all accounting system users today, and now with the API our goal is to make billFLO invoicing available to 100% of businesses."

"Integrating billFLO into Clarity Accounting using the API only took a few hours, and the benefit to our customers is tremendous," said Jim Secord, CEO of Clarity Accounting. "Invoices coming from Clarity are now automatically imported into their clients accounting system. Online solutions like billFLO and Clarity Accounting that streamline time-consuming processes are the future of small business accounting."

billFLO already integrates with many invoicing and accounting systems, including Harvest, FreshBooks, Less Accounting, Quickbooks and Blinksale, as well as proprietary systems of large enterprises.

About billFLO

billFLO, an electronic invoicing network that allows any size of businesses to easily, inexpensively and safely share invoices electronically, was developed by privately owned Anoowa Inc. billFLO makes bills flow by creating a digital bridge between accounting systems. Even with today's ubiquitous computer use, 20 billion invoices are still exchanged in paper form, wasting time, money and tons of paper. billFLO scales to enterprise, but its ease of use and competitive pricing means it's affordable to the smallest company. For more information, visit www.billFLO.com.

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