

Pitney Bowes Inc. Launches Pitney Bowes Business Insight

Combined Pitney Bowes MapInfo and Group 1 Software Enable Organizations to Garner More Insights into Customers and Drive Profitable Growth

New Delhi, January 29, 2009 – Pitney Bowes Software Inc., a wholly-owned subsidiary of Pitney Bowes Inc. (NYSE:PBI), today announced Pitney Bowes Business Insight, a new business unit composed of Pitney Bowes MapInfo and Group 1 Software. As one organization, Pitney Bowes Business Insight provides all the integral location and communication intelligence offerings that companies need to secure an accurate view of their customers and effectively integrate it into daily business operations. Armed with this critical data analysis, companies are able to realize increased revenue, improved profitability and enhanced operational efficiency.

Pitney Bowes, the leader in mailstream technology that helps organizations manage the flow of information, mail, documents and packages, acquired Group 1 Software in 2004 and MapInfo in 2007. In addition, the company acquired Australia-based Encom Technology, a leading innovator and major supplier of specialist software, data and services to the global mineral exploration and petroleum industries, in 2007.

As one entity under the Pitney Bowes umbrella, Pitney Bowes Business Insight will create value for customers across a much broader spectrum of business challenges. Thousands of organizations in all industries—from restaurants and insurance agencies to financial services organizations, government agencies and telecom providers—rely on location intelligence, predictive analytics, operational intelligence and communications management solutions from Pitney Bowes Business Insight to identify and act on new opportunities that drive profitable growth.

Providing Customers Critical Business Insight

When BECU (formerly known as Boeing Employees' Credit Union)—the country's fourth largest credit union—was seeking a way to drive more effective market and member growth, it turned to Pitney Bowes Business Insight for unique perspective on both location and identity intelligence. Using Group 1 Data Flow™ to centralize member data into one single repository, BECU employees are able to get a 360-degree view of each of BECU's 600,000 members, resulting in dramatic cost savings and unparalleled member service. In addition, BECU implemented MapInfo AnySite® analysis and decision support solution to analyze the relationship between its performance and trade area demographics.

“The combination of Group 1 and MapInfo solutions has increased our operating efficiency across a number of departments. Data Flow has been the conduit for better decisions and key to consistency across all of our member information, and coupled with Anysite, we have the necessary tools to make good decisions on behalf of our members,” said John Richardson, IT Manager - Applications Development, BECU

About Pitney Bowes Business Insight

Pitney Bowes Business Insight (PBBI), a division of Pitney Bowes Software Inc., provides a unique combination of location and communication intelligence software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximizing the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organizations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbbusinessinsight.com and www.pb.com for more information.

About Pitney Bowes

Pitney Bowes is a mailstream technology company that helps organizations manage the flow of information, mail, documents and packages. Our 36,000 employees deliver technology, service and innovation to more than two million customers worldwide. The company was founded in 1920 and annual revenues now total \$6.4 billion. More information is available at www.pb.com.

Group 1, Group 1 Software, MapInfo, Data Flow and AnySite are trademarks or registered trademarks of Pitney Bowes Software Inc.

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