



FOR IMMEDIATE RELEASE

**XMPIE AND PITNEY BOWES EMTX SOFTWARE JOIN FORCES
TO OFFER A BEST-IN-CLASS SOFTWARE SOLUTION
FOR PROMOTIONAL TRANSACTIONAL PRINTING**

“Combining products from XMPie and Emtex Software gave us the ideal solution in terms of creativity, scalability, speed and security – essential for transactional communications”

BOSTON, APRIL 18, 2007 – AIIM/ON DEMAND 2007 - To bring the power of personalization to a wider variety of business documents, [XMPie®](#), a standalone software unit of [Xerox Corporation](#) (NYSE:XRX), and Pitney Bowes [Emtex Software](#), a subsidiary of [Pitney Bowes](#) (NYSE:PBI) are collaborating to offer a best-in-class software solution that will help print professionals gain dominance over the “Promotional Transactional” printing market.

“Promotional Transactional” is the fast-growing practice of adding personalized promotional messages and advertisements to mandatory transactional communications. In this way, transactional documents such as bills or statements can be made to work harder, transforming into dynamic marketing vehicles and providing true communication efficiencies and cross-selling opportunities.

The strengths of XMPie’s award-winning [PersonalEffect™](#) variable data publishing software combined with Emtex’s [VIP™](#) output management software for high-volume transaction printing, provides a unique high-value product for Promotional Transactional jobs. The two companies are examining an even more intimate integration of their individual products to deliver an easier, more streamlined, and more efficient total solution for Promotional Transactional communications.

Already, print providers have found value in leveraging XMPie and Emtex Software together. REAL Digital International, a marketing and printing services company based in the U.K., recently developed a new print service that provides versatile variable printing solutions for the Promotional Transactional market, based on combining the XMPie architecture with a matching Emtex configuration.

“Combining products from XMPie and Emtex Software gave us the ideal solution in terms of creativity, scalability, speed and security -- essential for transactional communications,” says Andy Ruddle, managing director, REAL Digital International. “They provided us with the best solutions for our Promotional Transactional print service offering, enabling us to supply full-color, variable data printing to virtually any size company and in any page volume, in record time and at a competitive cost.”

Given the positive results of the current integration of their solutions, both XMPie and Emtex anticipate their increased collaboration to significantly impact the Promotional Transactional market, which is estimated to reach more than 22 billion impressions by 2010, a 91 percent annual compounded rate, according to InfoTrends, Inc.



Note to Editors: See the full range of XMPie and Emtex solutions at AIIM/On Demand at the Boston Convention Center on April 17-19 in XMPie booth #1655 and Emtex booth #901. XMPie's press kit and product information is available for download through the AIIM/ON Demand Virtual Press office at: <http://www.virtualpressoffice.com/kit/xmpie>.

PersonalEffect is a trademark of XMPie, Inc. and VIP is a trademark of Emtex Ltd.

About XMPie

XMPie Inc., a standalone software unit of Xerox Corporation, is the leading provider of software for dynamic publishing. Its variable data publishing software solutions -- PersonalEffect™ and uDirect™ -- help businesses to efficiently design and produce highly personalized marketing materials that are proven to significantly increase consumer response rates. Its award-winning PersonalEffect software produces on-demand, highly targeted marketing communications in print, e-mail and Web. XMPie bridges design, data and printing functions to enable a collaborative production workflow and streamlines document ordering and customization with flexible Web-to-Print applications. XMPie is headquartered in New York with an R&D center in Israel and operations in the US, EMEA and Asia Pacific. For more information, visit www.xmpie.com.

About Emtex Software

Emtex Software is a wholly owned subsidiary of Pitney Bowes and an industry leading provider of innovative output management (VIP, VDE, FlexServer® and OptionPROM) and Automated Document Factory solutions, providing production intelligence and end-to-end workflow with centralized job and print management, any-to-any transformation, document re-engineering, and real-time data collection and reporting to enable organizations to route, transform, track and analyze production workflow. Emtex Output Management solutions are utilized at over 800 production sites worldwide. For more information, visit www.emtex.com.

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Media Contacts

For XMPie

Chris Capra / Matt Marcus

Lotus Public Relations

212-922-5885

chris.capra@lotus-pr.com / matt.marcus@lotus-pr.com

For EMTEX

Matt Howell

Lindsell Marketing

+44 (0)20 7087 8055

matt@lindsellmarketing.com