Contact:
Carol Wallace
Pitney Bowes Inc.
203 351 6974
Carol.wallace@pb.com

FOR IMMEDIATE RELEASE

Active Data Services Selects Pitney Bowes For Production Intelligence™ Solutions

STAMFORD, CT, September 4, 2008…Pitney Bowes Inc. (NYSE: PBI), the world's leading mailstream technology firm, announced that Active Data Services of Morrisville, North Carolina, has selected Pitney Bowes to provide critical hardware and software solutions to their robust set of outsourcing solutions.

Active Data has developed a comprehensive software platform and a suite of services for relational management and business communications. Fortune 500® companies and government agencies use Active Data solutions in mission-critical operations where instant access to data helps businesses share information to build better business-to-business and business-to-consumer relationships in print and over the Internet.

"In our business you have to be the best," said Peter F. Ransome, Executive Vice President and Chief Marketing Officer of Active Data Services, Inc. "Offering savings to our customers is important, but equally important is compliance, privacy, and mail piece integrity. As such we have chosen Pitney Bowes as our partner."

Pitney Bowes will be providing hardware and software solutions that are foundational to building an Automated Document Factory (ADF).

"By selecting Pitney Bowes as our technology partner for output management, productivity enhancement tools and integrated inserting solutions, Active Data Services is well positioned to deliver the most advanced solutions to our customers today and for years into the future. We are proud to be partnered with Pitney Bowes and look forward to many years of creative, energetic collaboration," said Arun Singh, Executive Vice President and Chief Operations Officer of Active Data Services, Inc.

Active Data Services is expanding their current production intelligence capabilities with the addition of the Pitney Bowes FPS™ Split Drive inserting system. By separating document collation-assembly and envelope insertion processes, Active Data Services can convert from running letters to flats easily.

The Pitney Bowes DFWorks® Postage Accounting and Funds Management module will provide Active Data Services with a set of "real-time" online views and tools to simplify and optimize postage-related management tasks without costly production delays.

The Output Management Emtex VIP™ software supports the high print demands of mixed fleet of production printing systems, with maximized print asset utilization and load balancing.

"Pitney Bowes provides a robust infrastructure that helps our customers differentiate themselves in a competitive marketplace," said Tim Moylan, general manager and president of Pitney Bowes Emtex Software. "We are proud to work with Active Data Services and look forward to helping them achieve their goals."

Active Data is valuable business-critical data, transactional information, documents, rich media and video that becomes active quickly, universally and affordably. Organizations that outsource Active Data solutions increase productivity and improve profitability in the healthcare, enterprise, financial and government verticals.

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 $6.3 billion. More information is available at www.pb.com

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