



**Contact:**

Matt Broder  
Pitney Bowes Inc.  
203-351-6347  
matthew.broder@pb.com

FOR IMMEDIATE RELEASE

**Pitney Bowes Technology, Expertise on  
Display at 2009 National Postal Forum**

*Major Changes in Postal Environment Create New Opportunities for Mailers*

STAMFORD, CT, May 8, 2009 – Amid unprecedented changes and challenges for the mailing industry, [Pitney Bowes Inc.](#) (NYSE: PBI) will have its latest technology, solutions and expertise on display for mailers at the [2009 National Postal Forum](#). The Forum runs from May 17-20 at the [Walter E. Washington Convention Center](#) in Washington, DC. Pitney Bowes will exhibit at Booth #400.

The Forum is the largest gathering of mailing industry executives and companies every year, and the 2009 event will take place against the backdrop of the [U.S. Postal Service](#) introducing its Intelligent Mail® barcode technology. This new technology will allow participating mailers far greater insight into the processing of their mail, and unleash the possibility of new types of services offered through the mailstream.

There is, moreover, the ongoing effect of the current economic downturn, which is causing mailers of all sizes to rethink their strategies and operations. How to get the most out of every mailing and how to minimize costs are issues sure to receive extensive discussion at the show.

“The recessionary climate ironically presents unexpected opportunities for mailers who are in this business for the long haul. Research indicates that consumers are hungry for savings, and that they most want to receive promotional offers through their mailbox,” said Pitney Bowes [Chairman, President and CEO Murray Martin](#). “This is a timely gathering, and we are proud to bring our industry-leading ideas and solutions to Washington for this conference.”

Among the technologies and services Pitney Bowes will exhibit are:

- The [INVIEW™ Mailstream Management Suite](#), a new software package that can help mailers gain greater visibility into all their mailstream spending from one central location.
- New Portrait-to-Landscape module integrated with the industry-leading [FPS™ Split Drive Inserter System](#) will showcase increased application flexibility with real-time changeover from folded to flat mail. The FPS will also include a new end-to-end vision solution that automates job reconciliation for high integrity mail.
- New sorter enhancements: [Olympus® Flexible Tier Sorter](#) with two, three or four tiers of pockets integrated with DFWorks® to capture images of each mailpiece; [VariSort™ Mixed Mail Sorter](#) with automatic tray loader and conveyer; [EZ-Flats](#) now with inbound sorting capability.
- Production Intelligence® software to transform, manage and modify jobs to improve workflow efficiency and apply the Intelligent Mail® barcode.
- Self-service direct mail solutions from the Pitney Bowes small business marketing website ([www.pbmarketingservices.com](http://www.pbmarketingservices.com)), which are now available via the U.S. Postal Service's website at [www.usps.com/directmailonline](http://www.usps.com/directmailonline).
- Enhanced software called MAIL360™ enhanced software that automates the translation of U.S. Postal Service and third-party mail tracking data into a standardized format. This will enhance the value of Intelligent Mail™ barcode technology and assist with compliance to Full Service requirements.
- The [trackmymail.com®](#) suite of tracking and Intelligent Mail® barcode products and services. Trackmymail.com products take the raw data that the Postal Service provides and convert it into easy-to-use web-accessible reporting
- A range of mail services solutions including [international mail and package services](#), [presort services](#) for both First-Class™ letters and flats and for Standard Mail®, and PresortXtra™ services for low- to medium-volume mailers.
- Several printing and mailing systems for midsize businesses, including the [DI950™ Integrated Document Printing System](#) connected in-line with the [DM1100™ Digital Mailing System](#).

Pitney Bowes experts will also be leading several of the learning sessions at the conference, sharing their industry knowledge and helping attendees get the most from their conference experience. Attendees interested in meeting and learning from the Pitney Bowes team are encouraged to participate in the following sessions:

- *Mailing and Shipping Strategies to Optimize Your Mail* – May 17, 1:15 p.m.

- *Get Recognized – How to Write an Award-Winning Nomination* – May 17, 1:15 p.m.
- *Address Quality – Product vs. Process* – May 18, 11:15 a.m.
- *Maximize Cash Flow and Improve Responses with Reply Mail* – May 18, 4:30 p.m.
- *Best in Class: Mail as a Catalyst to Business Success* – May 19, 11:15 a.m.
- *Hiring and Interviewing* – May 19, 11:15 a.m.
- *USPS® Extra Services – When, Why and How* – May 19, 2:00 p.m.

**About Pitney Bowes:**

Pitney Bowes is a mailstream technology company that helps organizations manage the flow of information, mail, documents and packages. Our 35,000 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](http://www.pb.com).

# # #

*Intelligent Mail, First-Class, Standard Mail and USPS are trademarks owned by the United States Postal Service.*