



Contact: Carol Wallace  
Pitney Bowes Inc.  
203 351 6974  
[carol.wallace@pb.com](mailto:carol.wallace@pb.com)

FOR IMMEDIATE RELEASE

**Pitney Bowes Experts Share Ideas and Innovations at  
the InfoTrends **2008 TransPromo Summit****

*Event is August 13-14, 2008 at the  
Hilton New York, New York*

STAMFORD, Conn., August 06, 2008 - Over 300 business leaders will be on hand to learn from Pitney Bowes Inc. (NYSE: PBI) experts at the InfoTrends 2008 TransPromo Summit being held at the Hilton New York Hotel in New York City, August 13-14, 2008. Pitney Bowes is a platinum sponsor of the two-day event and plans to present four TransPromo technology sessions, including the keynote session Software – A Critical Enabler for TransPromo.

The TransPromo Summit will educate attendees on the strategies, techniques and tools for fusing the traditional transaction document with marketing messages to enhance customer communications, improve customer retention, and increase revenue.

“TransPromo is a powerful tool when marketing is effectively connected to high-volume print and mail operations,” said Patrick Brand, President, Pitney Bowes Document Messaging Technologies. “With production intelligent technologies, marketing and operations managers are creating new revenue opportunities with personalization and relevant marketing messages on statements.”

Look for these sessions featuring Pitney Bowes experts at the event:

**Wednesday, August 13, 2008**

**Session 2: Innovative Software Tools**

**Speaker: Bernie Gracy, Vice President Strategy and Business Development, Pitney Bowes, Arthur Berrill, Vice President, Advanced Concepts and Technology, Pitney Bowes**

**10:15-11:00AM**

**Keynote Panel: Software - A Critical Enabler for TransPromo**  
**Panelist: Bernie Gracy, Vice President, Strategy and Business**  
**Development, Pitney Bowes**  
**1:00PM-2:05PM**

**Session 8: Advances in Finishing & Mailing Equipment**  
**Speaker: Kevin Kline, Director, Automated Document Factory Pitney**  
**Bowes**  
**3:15-4:00PM**

**Thursday August 14, 2008**

**Session 13: White Space Marketing...Generating Revenue with**  
**Statements**  
**Speaker: Mike May, Director, New Ventures, Pitney Bowes**  
**9:15 - 10:00AM**

Pitney Bowes will also demonstrate solutions to help businesses add relevant, personalized marketing messages to their statements including powerful Document Composition and Content Management Solutions, Production Intelligence Solutions and Location Intelligence Solutions. For more information and to register for the 2008 Transpromo Summit, visit [www.pb.com/transpromo](http://www.pb.com/transpromo).

**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 \$6.3 billion. More information is available at [www.pb.com](http://www.pb.com)

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