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FOR IMMEDIATE RELEASE

Pitney Bowes Showcases Innovation in the Mailstream at MAILCOM, April 29 – May 2, 2008

STAMFORD, CT, April 24, 2008...Pitney Bowes Inc. (NYSE: PBI) will show mailers of all sizes how they can contribute to their revenue growth and increase profitability with new mailstream solutions at the 28th Annual MAILCOM, the global convention that celebrates the art and science of mail communications. On April 29 – May 2, 2008, the Atlantic City Convention Center will host thousands of attendees who will see the latest hardware, software solutions and services for the mailstream.

Pitney Bowes executives will speak during three sessions. John Schloff, Vice President, Global Strategy and Business Development and Pradeep Das, Director, Advanced Technologies and Solutions, will present ***Ecowise™ Mail: Be Green & Profitable*** during Round Four, 1:45 pm – 2:45 pm on Wednesday, April 30, 2008. Also, on April 30 during Round Five 3:00 pm – 4:00 pm, John Schloff, Vice President, Global Strategy and Bernard Gracy, Vice President, Strategy and Business Development will present ***TransPromo: Bringing Marketing and Operations Together***. Joseph DeFeo, Director, Workflow Solutions, and Douglas Newhard, CIH, CSP will share Insights into ***Ergonomics in the Mail Center*** during Round Seven, 1:30 pm – 2:30 pm on Thursday, May 1, 2008.

At Booth 221, Pitney Bowes will introduce the **Pitney Bowes OnePass™ Intelligent Card Attaching and Personalization Solution** that attaches, matches, personalizes and tracks cards and carriers in a single pass at speeds up to 15,000 pieces per hour. With the Pitney Bowes OnePass solution, mailers have the ability to enter the growing stored-value card industry with a flexible and efficient solution.

Postal experts will also be on hand to consult with prospects and clients about end-to-end options for implementing the Intelligent Mail® Barcode and how to optimize this initiative for greater postal discounts.

For direct mailers and commercial printers looking to expand their services, the **FlowMaster® RS Flex machine** will run a variable data print application that features the FMI Cut Sheet Feeder for production flexibility, and the **EFS™ Envelope Finishing System Solution** for inline application of the Intelligent Mail® Barcode and Mailstream Monitor for greater file integrity.

Pitney Bowes clients and prospects will learn about **Production Intelligence™** solutions to link print and mail workflow with Output Management's VIP/VDE and ADF Management solution **DFWorks®**. The combined solution simplifies the implementation of the USPS® Intelligent Mail® Barcode at the time of document output, and enhances document integrity. Attendees will also see how to initiate cost-efficient postal rate management through variable inserts, and how to personalize documents with one-to-one marketing messages.

Pitney Bowes will feature the **DM550™ Digital Mailing System with WOW™** technology. WOW in-line weighing with shape-based rating weighs the mail piece as it travels through the system and determines the length, width and thickness to allow proper postage to be applied to the mail piece. The **DM400™ Series Automatic Digital Mailing System** will also be on exhibit. Both DM Series™ systems feature Constant Connection High Speed LAN Connectivity, which allows customers to link to Pitney Bowes through their local area connection for 24/7 access to confirmation services, electronic return receipt transactions, software updates and USPS postage rate changes.

Pitney Bowes Business Manager software links multiple mailing systems and sites in a centrally controlled network to help monitor performance and costs in real time across the entire enterprise.

For mid-size mailers, Pitney Bowes will showcase the **DI950 Integrated Document Printing Solution**. With integrated printing, the DI950 can help optimize the mailstream by creating, formatting, printing, inserting and metering in one solution.

Pitney Bowes will display its DA75s **AddressRight®** printer with shuttle head technology for printing addresses, graphics, barcodes and personalized messages almost anywhere on the envelope. The DA75s can print up to 14,000 addresses per hour and handle a wide range of media up to 1/4" thick -- including envelopes, postcards, booklets, folded newsletters, flats and catalogs.

SmartMailer™ mail management software helps organizations manage databases and mailing lists, eliminate duplicate mail pieces, and correct and update addresses, saving time and money before the mail piece goes out.

Pitney Bowes will also feature its mail services solutions at the event. The company's automated flats **presorting services** offer convenient, one-stop presorting of First-Class letters and flats. These services can help customers optimize deliverability, reduce postage costs and operational expenses, and provide greater convenience.

e-Return Receipt for the USPS® Certified Mail™ Service helps customers obtain the benefits of added postage savings and convenience through electronic tracking solutions.

Pitney Bowes SendSuite™ distribution solutions portfolio will also be featured at the event including **SendSuite Shipping Solutions, SendSuite Desktop Solutions** and **SendSuite Arrival® Tracking**.

In addition, Pitney Bowes will showcase its **financial services products**, which help mailers control, manage and optimize their mailstream expenses with permit mail products and 24/7 access to funds online.

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 \$6.1 billion. More information is available at www.pb.com.

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