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TRADE ANNOUNCEMENT

Pitney Bowes Highlights
Emtex[®] P/I Wizard Software at the Print & Imaging Summit

***See P/I Wizard Demonstration at
Print and Imaging Summit***

BOCA RATON, FL, December 1, 2008 — Pitney Bowes, a leading provider of Emtex[®] Production Intelligence[™] Workflow Solutions for print and mail operations, will demonstrate the newly released P/I Wizard software at the Print and Imaging Summit in Bonita Springs, Florida. The P/I Wizard software has a document-driven and browser-based interface that is designed to simplify job preparation to add greater value to a variety of applications including digital color and Transpromo. P/I Wizard delivers a comprehensive suite of capabilities that simplify print job preparation and increase workflow productivity without specialized scripting knowledge or expertise.

The new P/I Wizard integrates with the Emtex Production Intelligence[™] suite of solutions for seamless applications data capture and process control. Scalable Production Intelligence[™] architecture gathers data about every important aspect of print and mail operations in real-time and makes it available as actionable information.

Featuring an intuitive graphical user interface, P/I Wizard eliminates time-consuming manual scripting so users can easily build TransPromo applications leveraging their existing document composition. Users identify the available document white space and provide dynamic content including relevant images, advertisements and text, to automatically transform traditional statements into print-ready TransPromo applications.

With the P/I Wizard, print-to-mail operations can simplify job preparation to apply barcodes, create piece-level tracking files and index print files to aid processing integrity and help to maintain regulatory compliance. Generate barcodes within existing applications to enable closed-loop tracking and reconciliation for greater integrity.

Organizations can also implement the Intelligent Mail[®] barcode and take advantage of the potential USPS[®] cost benefits and services.

As print and mail operations continue to look for ways to drive greater efficiency and effectiveness from their customer communications, the P/I Wizard document development tool can streamline the process. You can replace pre-printed offset shells by migrating black-and-white applications to plain-paper color printing. Significant savings may be realized by eliminating expenses for offset printing, document version updates, storage and inventory waste.

“With the P/I Wizard, organizations now have the tools at their fingertips, to enable them to greatly improve operational productivity and efficiency with one workflow for many processes” said Tim Moylan, President, Pitney Bowes Emtex Software. “Because the P/I Wizard does not modify the underlying processes or the host application, it provides versatile functionality with a single interface. The P/I Wizard simplifies the migration to digital color, improves processing integrity, and transforms legacy statements and invoices into powerful Transpromo documents.”

Pitney Bowes Emtex Software is a business unit of Pitney Bowes Document Messaging Technologies (DMT) and an industry leader in providing the most comprehensive suite of Production Intelligence mailstream solutions to link print and mail workflow. Enabling organizations to deliver high integrity customer communications through an optimized mailstream that includes centralized job and print management, any-to-any transformation, real-time document re-engineering, automation of data collection and reporting, empowering organizations to schedule, route, transform, track and analyze production workflow. Emtex solutions are used at more than 800 production sites worldwide, across vertical industry. For more information, visit www.emtex.com.

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

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