Pitney Bowes Installs 1,000th Mailstream Productivity Series Inserting System

STAMFORD, Conn., April 17, 2013 - Pitney Bowes Inc. (NYSE: PBI) today announced it has installed the 1,000th Mailstream Productivity™ Series Inserting System. Known as a highly-dependable workhorse in high-speed production environments, the system is now being used by over 400 print and mail operations around the world in 24 countries to help accurately assemble, personalize and track millions of high-quality, multi-page, data-rich client communications each month.

First introduced to the marketplace in 2001 with over 150 patented technologies, the Mailstream Productivity Series Inserting System processes complex, transactional mail applications at speeds up to 26,000 mailpieces per hour with high accuracy.

As a highly flexible platform, the Mailstream Productivity Series Inserting System can be easily adapted to meet clients' needs as they change over time. For example, the Mailstream Productivity Series Inserting System can help mailers:

- Drive response rates by adding full color, personalized messages, offers and other information to the outside of envelopes using the Pitney Bowes Print+ Messenger™ Color Inkjet System.
- Cost-effectively produce traditional business envelopes using Pitney Bowes envelope wrapping technology, which transforms continuous rolls of paper into high-quality finished mailpieces.
- Streamline workflow, eliminate waste, and lower cost per mailpiece by linking print and mail.

About Pitney Bowes:

Pitney Bowes provides technology solutions for small, mid-size and large firms that help them connect with customers to build loyalty and grow revenue. The company's solutions are delivered on open platforms to best organize, analyze and apply both public and proprietary data to two-way customer communications. Pitney Bowes is the only firm that includes direct mail, transactional mail, call centers and in-store technologies in its solution mix along with digital channels such as the Web, email, live chat and mobile applications. Pitney Bowes has approximately USD$5 billion in annual revenues and 27,000 employees worldwide. Pitney Bowes: Every connection is a new opportunity™. www.pb.com.

Supporting Quotes

"The success of the Mailstream Productivity Series Inserting System is the result of combining advanced technology, extraordinary design and innovation, and profound listening to our clients' requirements," said Christoph Stehmann, president, Document Messaging Technologies, Pitney Bowes. "High-volume mailers have embraced the Mailstream Productivity Series Inserting System for its consistent performance, productivity and flexibility."

"Cigna purchased the very first Mailstream Productivity Series Inserter System in 2002," said Ron Goglia, AVP, Cigna. "As our print and mail operational requirements have grown and transformed, we have continued to invest in the solution due to Pitney Bowes's ongoing commitment to the technology, continuous innovation and ability to upgrade."

"Since we first moved to Pitney Bowes Mailstream Productivity Series mail finishing technology in 2004, we have been able to seamlessly expand our operations and enhance our capabilities to meet the increasing demands of our growing client base," said Jon Eaton, director of operations, Emdeon.

"Today, our client communications are becoming more complex. In order to meet the increasing demands on our print and mail operations, Highmark required a mail finishing system that could support our diverse application needs and produce mail quickly, accurately and cost effectively," said Steve Joachim, director of Output Services, Highmark. "The Pitney Bowes Mailstream Productivity Series Inserting System provides the right combination of throughput speed, flexibility and integrity needed to help us achieve our operational requirements while keeping costs down."