L & D Mail Masters Installs Pitney Bowes Mailstream Productivity Series Inserting System to Enhance Operations

STAMFORD, Conn. & NEW ALBANY, Ind., September 09, 2013 - Pitney Bowes Inc. (NYSE:PBI) today announced that L & D Mail Masters, Inc. has installed the Mailstream Productivity™ Series Inserting System to help increase operational efficiencies and lower costs for delivering high-integrity client communications. The system processes mail applications at speeds up to 26,000 mailpieces per hour with high levels of accuracy. By integrating the system into its existing print-and-mail operations, L & D Mail Masters will be able to redeploy resources to help serve its expanding client base.

Founded in 1986, L & D Mail Masters has grown from a home-based small business into a full-service direct marketing firm that offers creative design, high-quality print, statement processing, interactive online services and direct mail production to clients nationwide. The firm is a woman-owned business serving a broad range of clients including insurance, financial services, higher education, sales, publishing and healthcare industries.

In addition to the Mailstream Productivity Series Inserter, L & D Mail Masters also uses Pitney Bowes FlowMaster Inserting Systems in its mailing operations.

“L & D Mail Masters has been a long-standing client of Pitney Bowes and we are pleased that they have selected us to help them further enhance their mailing operations so they can deliver even greater value to their customers,” said Grant Miller, vice president, global strategic product management, Document Messaging Technologies, Pitney Bowes. “The Mailstream Productivity Series Inserting System is known for its reliability and accuracy, and will fit in seamlessly with L & D Mail Masters’ existing operations, and deliver greater efficiency and productivity.”

“L & D Mail Masters needed a scalable solution that would not only help us increase operational performance and lower costs, but would also allow us to adapt to meet the needs of our growing client base,” said Diane Fischer, president, L & D Mail Masters. “After evaluating other high-speed solutions, it was clear that the Mailstream Productivity Series Inserting System will help us accomplish this so we can deliver millions of high-quality communications each month for our direct marketing and transactional mailing clients. We have been a client of Pitney Bowes for 26 years starting out with a table top inserter.”

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. Many of 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 includes direct mail, transactional mail and call center communications in its solution mix along with digital channel messaging for the Web, email and mobile applications. Pitney Bowes: Every connection is a new opportunity™. www.pb.com.

About L & D Mail Masters:

L & D Mail Masters, Inc. is a full-service direct marketing firm incorporated in 1986 in the state of Kentucky. We enable our clients to create campaigns that Relate, Captivate, Cultivate and Resonate with their target audience. Our 120 employees deliver measurable results for a broad range of clients nationwide. We are a women-owned business that serves clients in an array of industries such as insurance, financial services, higher education, sales, publishing and healthcare. We’re experts at generating new business, retaining relationships and encouraging our clients to spend their marketing dollars wisely. From campaign design to implementation and all services in-between, we offer a wide range of solutions for your direct marketing needs. We provide direct marketing at its best by brining expertise, passion and professionalism to our clients. To learn more, please visit www.ldmailmasters.com.