Pitney Bowes and Twitter Sign a Multi-year Licensing Agreement for Location Intelligence Solutions

STAMFORD, Conn., December 10, 2013 - Pitney Bowes Inc. (NYSE:PBI) today announced it has entered into a multi-year licensing agreement with Twitter, the leading global real-time information network, to provide Location Intelligence solutions for their mobile platform.

Pitney Bowes Location Intelligence solutions deliver geocoding and reverse geocoding for mobile platforms, and mapping solutions for the insurance, financial services, retail and public sectors. Precise geocoding is built on addresses that have been carefully verified and validated prior to assigning latitude and longitude coordinates. Developed on a consistent API, the Pitney Bowes geocoding solution is particularly well suited for mobile platforms. Twitter will use Pitney Bowes Location Intelligence technology to support location sharing in Tweets.

The location feature is off by default and Twitter won't display any location information unless a user has opted-in to the feature. The opt-in feature will allow Twitter users to selectively share their location in Tweets. The Tweet location feature may be turned on or off at any time, or users may clear their location before sending a Tweet. In addition, Twitter users may delete all past location data with a single click.

Twitter currently has more than 230 million users, and nearly 60 percent of their 500 million daily Tweets are sent from mobile devices.

"We are honored to deliver our location intelligence capabilities to Twitter," said James Buckley, Senior Vice President and General Manager, Location Intelligence for Pitney Bowes. "We bring 90 years of privacy and security experience around address data. This has proved to be a considerable asset as we deliver precise geocoding solutions to social mobile platforms."

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.