Pitney Bowes Helps Data Group on Expansion Plans

STAMFORD, Conn., April 24, 2014 - Direct Mail solution technology from Pitney Bowes (NYSE:PBI) is helping DATA Group grow its business with direct mail operations expansion in the Western part of Canada. With the help of Pitney Bowes's technology, DATA Group extended its capabilities to provide omnichannel offerings for its clients.

As one of Canada's largest managed business communications providers, DATA wanted to shift its business strategy to help its clients grow. That shift means taking transactional mail operations to the next level by having the flexibility to deliver personalized direct marketing communications that can deliver a return on investment (ROI). With the help of Pitney Bowes's technology, DATA can now manage the entire process from data analysis through to content delivery and measurement for ROI.

"Our goal was to position our business to better serve our clients and expand into new areas. Pitney Bowes became a partner to help us understand and capitalize on the trends in our industry with innovative solutions," said Alan Roberts, Vice President Operations – The DATA Group of Companies. "Our new processes and technologies have allowed us to meet and even exceed the goals we set."

"From a Pitney Bowes perspective, we are helping our clients invest in the future," adds Grant Miller, vice president, Global Strategic Product Management, Pitney Bowes. "With the fast pace of change, we see our role as helping our clients look ahead well into the future. We do this by immersing ourselves into our clients' businesses and creating an open dialogue."

Working alongside DATA as a strategic partner, Pitney Bowes provided innovative ideas, expertise and technology to help the company accelerate and scale its marketing and traditional direct mail business, and set the stage for greater integration. DATA Group added several solutions in the direct marketing units in Calgary and Mississauga. This allows them now to offer clients efficient and effective web-to-print integration as part of a richer marketing program.

About DATA GROUP

DATA Group Ltd. is a managed business communications services company specializing in customized document management and marketing solutions. DATA Group develops, manufactures, markets and supports integrated web and print-based communications, information management and direct marketing products and services that help its customers reduce costs, increase revenues, maintain brand consistency and simplify their business processes. With approximately 1,670 employees working from 35 locations across Canada and the United States, DATA Group's expertise and resources enable it to address any document requirement of its customers, from a simple mail-out to an enterprise-wide document management or direct marketing initiative.

Additional information relating to DATA Group Ltd. is available on www.datagroup.ca.

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.