Pitney Bowes Partners with INRIX to Help Drivers Save Time, Fuel and Money with Advanced Location Intelligence

STAMFORD, Conn., April 15, 2014 - Pitney Bowes Inc. (NYSE: PBI) today announced it has entered into a multi-year partnership with INRIX, Inc., the leading provider of traffic information and driver services, to deliver advanced Location Intelligence solutions through the company's traffic intelligence platform.

By integrating location capabilities with traffic analysis, INRIX and Pitney Bowes will enhance the driving experience of today's connected drivers. By delivering this information through INRIX's mobile app, users are empowered to make better location-based decisions in real-time.

"Pitney Bowes' location intelligence solutions can add compelling new capabilities to the existing products of mobile-oriented companies such as INRIX," said James Buckley, Senior Vice President and General Manager, Location Intelligence, Pitney Bowes. "Our products help unearth non-obvious relationships between specific locations to improve the customer experience and drive loyalty."

INRIX has designed a leading traffic intelligence platform that uses smart data and advanced analytics to solve transportation issues worldwide. The company uses a unique approach called "smart crowd-sourcing" that analyzes real-time traffic speed and incident data from a wide variety of public and private traffic sources ranging from road sensors and up-to-the-minute traffic speeds and community reports crowd-sourced from millions of vehicles and mobile devices throughout the day. Whether through an in-car or smartphone navigation application, a local newscast or the company's INRIX Traffic app, INRIX offers up-to-the-minute traffic information and other driver services to help more than 150 million drivers save time, fuel and money.

Pitney Bowes Location Intelligence solutions merge organizational data with location data to provide users with the capability to make more informed decisions. For INRIX, this technology compiles and correlates addresses with coordinates from a mobile device to establish real time location or a desired destination. Combining that with other data such as specific traffic flow, demographics and behavior patterns, users can uncover key points of interest by accessing Pitney Bowes advanced location search. For example, if a consumer is planning to visit a popular department store in a specific region, the technology makes it possible to suggest a relevant restaurant recommendation for lunch, based on the data that is collected about user preferences, convenience, proximity and projected traffic patterns.

"INRIX had a number of compelling reasons to partner with Pitney Bowes," said Scott Sedlik, Vice President, Product Planning and Market Development for INRIX. "Our customers are looking to make real-time decisions using location data, and Pitney Bowes has the most comprehensive suite of offerings to fulfill that need. Other key reasons for teaming include a strong customer focus and alignment with our own strategic goals and approach."

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.