Incepture Expands Partnership with Pitney Bowes

STAMFORD, Conn., September 29, 2014 - Pitney Bowes, Inc. (NYSE:PBI) today announced that it has expanded its business relationship with Incepture Print Solutions, a growing Florida-based print and mail fulfillment organization that has been producing customer communications using a Pitney Bowes' White Paper Factory™ since 2012. Under a new agreement, Pitney Bowes will also presort millions of letters and cards produced annually by Incepture at the Pitney Bowes Presort Services Operating Center in Jacksonville, FL.

"This is an exciting partnership that demonstrates the full capabilities of Pitney Bowes' production print and mail solutions," said Debbie Pfeiffer, president, Pitney Bowes Presort Services. "When Incepture installed its White Paper Factory™ Solution in 2012, it began adding new customers across the U.S. and has been so successful that it essentially outgrew its in-house presorting operation. Incepture's customer base is now spread across 15 states, requiring a sophisticated presort services solution to optimize the company's postage spend. We are pleased to be able to provide new value and capabilities to Incepture, which will in turn allow them to continue to grow their business."

Ted Hagan, senior director, Incepture Print Solutions added, "We are constantly looking for ways to improve the quality of the communications we produce on behalf of our clients. In 2012 we worked with Pitney Bowes to transform our operation into a true White Paper Factory™, which allowed us to create more dynamic, engaging and personalized documents for our customers. Working with Pitney Bowes to presort our mail adds even more value by helping us speed delivery times and improve the accuracy of our deliveries, all at a lower overall cost."

Incepture, whose customers include several major health insurers, has been working with Pitney Bowes for the past two years to increase the speed and capacity of its print and mail operation. As the company grew and its mail footprint expanded, Incepture needed a more sophisticated presort services solution that included commingling to optimize its postage spend. Pitney Bowes delivered.

The proximity of its Jacksonville, FL-based Presort Services Operating Center, its strong relationship with the USPS®, and its network of 32 Presort Services Operating Centers nationwide made Pitney Bowes Presort Services, the perfect solutions provider for Incepture. The two companies estimate that Incepture will realize approximately $1 million in postage savings over three years by using Pitney Bowes Presort Services.

"Pitney Bowes' expertise and relationships in the mail industry are just as important as their infrastructure," Hagan said. "We know we have a partner who will continuously monitor our business and look for ways to evolve and improve the solutions they provide us, so that we can expand our own offerings, grow as a company, and provide better service to our customers."

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 Incepture Print Solutions

Incepture Print Solutions operates one of the largest commercial print-to-mail operations in North Florida. Incepture Print Solutions is able to produce high quality documents from virtually any print stream available and process most any type of mail - folded or flat - giving customers process flexibility unequaled in the industry. Visit www.incepture.com for more information on our Print and Mail Solutions.