Pitney Bowes Launches Major Advertising Campaign

STAMFORD, Conn., January 13, 2016 - Pitney Bowes Inc. (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced the first large-scale advertising initiative for the brand in more than 20 years.

The campaign is the next key milestone in the company's multi-year business transformation. Pitney Bowes is a global technology company that enables its clients, including 90 percent of the Fortune 500, more than 200 retailers and 1.5 million small businesses, to succeed in the physical and digital world of commerce.

The creative platform for the campaign is "Craftsmen of Commerce." "To help navigate the complex and borderless world of commerce today, business leaders require the specialized skills of a craftsman," said Abby Kohnstamm, Executive Vice President and Chief Marketing Officer of Pitney Bowes. "Our company possesses a long history of creating technology solutions with precision and accuracy, and with pride. We've developed an advertising platform that effectively communicates our culture and our unique value proposition to our clients."

The multi-channel campaign includes :30 and :60-second TV spots, online video, digital marketing, branded content, social amplification and a web experience featuring technology solutions and Pitney Bowes clients. One TV spot uses a series of close-ups of hands of Pitney Bowes employees crafting solutions for modern challenges in the physical and digital world of commerce. Another emphasizes the precision and accuracy required to meet the challenges faced by business in the areas of global ecommerce, shipping and mailing, location intelligence, customer engagement and customer information management.

The creative work for the campaign was led by Ogilvy & Mather New York.

About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global technology company offering innovative products and solutions that enable commerce in the areas of global ecommerce, shipping and mailing, location intelligence, customer engagement and customer information management. More than 1.5 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes. For additional information, visit Pitney Bowes at www.pb.com.