U.S. Businesses to Benefit from Historic Postal Rate Reduction

STAMFORD, Conn., April 07, 2016 - Pitney Bowes Inc. (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today noted the U.S. Postal Service's (USPS) upcoming rollback of postage rates on April 10 will have a positive impact on businesses of all sizes as organizations leverage the power of mail to drive commerce.

This historic rate reduction – the first since 1919 – is prompted by the removal of the 4.3 percent exigent surcharge and will apply to several mail classifications, including letters, large envelopes, flats, and postcards. The changes will bring the price of First-Class stamp mail to $0.47 from $0.49; First-Class metered mail to $0.465 from $0.485; and postcards to $0.34 from $0.35. However, the rate structure for shipping products, including Priority Mail and parcels/packages, will not be affected.

"In this omni-channel world, mail remains a critical channel for businesses to reach existing customers and to engage prospects," said Patrick Brand, Senior Vice President and General Manager, Global SMB Products and Business Strategy, Pitney Bowes. "New technology is helping to reinvent mail, making it more interactive, more compelling, and more effective. Businesses can now enhance physical mail pieces with digital experiences, create more interactive and targeted direct mail, and sequence communications across multiple channels to boost impact. Businesses of all sizes should take advantage of the savings by investing in new technology and services that optimize their mailing and shipping operations."

Pitney Bowes' new Relay™ Customer Communications Suite, OneSort™ parcel sortation solution and EngageOne® Video solution are just a few examples of new solutions that help businesses improve their operational efficiency and effectiveness. Mailers can further benefit from partnering with Pitney Bowes Presort Services, USPS' largest work share partner that processes more than 15 billion pieces of First Class and Standard mail annually, to maximizes postage discounts and induct mail closer to its final destination.

For more information on how to optimize your sending operations, visit www.pitneybowes.com.

About Pitney Bowes

Pitney Bowes (PBI) is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. 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.pitneybowes.com.