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## **Madison Advisors Highlights Pitney Bowes In Transpromo Workflow Solutions Report**

STAMFORD, CT, October 27, 2008...Pitney Bowes Inc. (NYSE: PBI) is highlighted as one of the industry's significant leaders in the document technology arena in a new report from Madison Advisors called ***TransPromo Workflow Solutions: An Emerging Market Defined.***

"Pitney Bowes places a critical focus on the value of providing a single view of the customer at the front end of its Transpromo workflow solution architectural roadmap. Using high-quality data analytics, Pitney Bowes software derives a single view of a customer and uses that view to drive Transpromo messaging," said Steve Watters, principal analyst on the Madison Advisors report. "Customers with entrenched document composition platforms as well as service bureaus and in-house mailers with multiple document composition platforms that receive print-ready files for print fulfillment may benefit from the Pitney Bowes solution."

Transpromo is an emerging trend in the production print and mail industry in which enterprises add value to their customers' monthly statements by incorporating highly targeted and relevant promotional messages directly on their transactional documents. This helps them improve customer relationships and reduce overall costs by optimizing the use of the mailstream as a customer communication channel.

"We continue to drive innovation in an effort to help our clients make the most of their customer communications," said Patrick Brand, President of Pitney Bowes Document Messaging Technologies. "We are delighted to be recognized by Madison Advisors, a truly independent voice in the mailstream industry."

According to Watters, "Pitney Bowes's architecture provides Web-based tools for the customization of promotional mail and marketing message creation. These tools provide a strong approach to Transpromo marketing campaign creation."

The Pitney Bowes integrated Transpromo workflow solution for downstream applications provides an integrated Production Intelligence™ solution which combines DFWorks®, VIP™/VDE™ and FlexServer® with the DOC1 Suite and AnySite® software. This integrated solution provides document composition and ADF capabilities, and a strong front-end component in which data analytics leverage geographic, behavioral and demographic customer profiling to drive personalized promotional messaging in transactional documents. More information on Pitney Bowes Transpromo solutions is available at [www.pb.com/transpromo](http://www.pb.com/transpromo).

More information on the Madison Advisors report ***TransPromo Workflow Solutions: An Emerging Market Defined*** is available at <http://www.madison-advisors.com/products.html>.

#### **About Madison Advisors**

Madison Advisors, an advisory firm, exists to advance the print and electronic communications objectives of Fortune 1000 companies. The company's analysts provide advisory services for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications. More information is available at [www.madison-advisors.com](http://www.madison-advisors.com).

#### **About Pitney Bowes**

Pitney Bowes is a mailstream technology company that helps organizations manage the flow of information, mail, documents and packages. Our 36,000 employees deliver technology, service and innovation to more than two million customers worldwide. The company was founded in 1920 and annual revenues now total \$6.3 billion. More information is available at [www.pb.com](http://www.pb.com).

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