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FOR IMMEDIATE RELEASE

Pitney Bowes Receives “Strong Positive” Rating in Leading Industry Analyst Firm’s MarketScope for ADF 2.0

STAMFORD, CT, December 16, 2008 –Pitney Bowes (NYSE:PBI) received a Strong Positive rating, the highest possible, from Gartner, Inc., the leading provider of research and analysis on the global information technology industry. Pitney Bowes received this rating in the report entitled “MarketScope for ADF 2.0 (Automated Document Factory 2.0) Software” by Pete Basiliere and Ken Weilerstein published December 2, 2008.

Gartner considers a company receiving a Strong Positive rating as “a provider of strategic products, services or solutions,” and customers should “continue with planned investments,” and potential customers should “consider this vendor a strong choice for strategic investments.”

Businesses consider optimizing or expanding their ADF operations in order to maximize productivity with higher speeds and increased volume, reduce costs, and improve waste management. More importantly, with state-of-the-art ADF 2.0 technology, business can improve the relevance of their customer communications while ensuring the security, privacy and integrity mandated by federal regulators.

“In a tight economy, Pitney Bowes innovations are helping our clients and prospects to optimize their operations for maximum performance,” said Patrick Brand, President “Pitney Bowes Document Messaging Technologies. “There is no better investment than getting the right message to the right customer at the right time.”

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 \$6.4 billion. More information is available at www.pb.com.

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