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PITNEY BOWES JOINS THE PRINT COUNCIL

WASHINGTON, DC, November 6, 2007 – The Print Council, a national business development initiative created to help promote greater use of printing and print media, today announced that Pitney Bowes Inc., a mailstream technology company, has joined the organization. As a new member, Pitney Bowes will work in concert with other member companies of The Print Council to help develop, maintain and expand the market for printed materials.

Luis Jimenez, Senior Vice President and Chief Industry Policy Officer, Pitney Bowes states, “We’re very pleased to be a member of The Print Council and an active participant in its important mission. This is an exciting, dynamic time for print-based communications. New mailstream technologies are driving print media performance to unprecedented levels of targeted efficiency and productivity in the marketplace. Through our membership in The Print Council, we are adding our support to the organization’s efforts to increase awareness of the many advances the industry has made to significantly enhance the power of print as a communications medium.

“Pitney Bowes is committed to strong support of the programs and activities of The Print Council,” Mr. Jimenez adds. “We believe that the organization’s agenda centered on positioning print as the linchpin of successful marketing communication strategy will be another important component of our support for printers and mailers throughout the industry.”

“We are delighted to have Pitney Bowes as a new member of our organization,” notes Ben Cooper, Executive Director of The Print Council. “We look forward to their participation as we work to significantly amplify print’s value in the media mix of advertisers and companies involved in communications decision-making. Their presence adds to The Print Council resources dedicated to providing printers with proven tools to drive home the point that in both traditional and digital markets, print is the powerful core medium for communications.”

MORE...

The membership roster of The Print Council includes commercial printers and paper, press, ink and equipment manufacturers. Associate members include media partners, educational partners, association partners, and members of the PR Alliance. Since its inception, The Print Council has become a visible and leading advocate of print as an effective marketing and communications medium.

About Pitney Bowes Inc.

Pitney Bowes is a mailstream technology company that helps organizations manage the flow of information, mail, documents and packages. Its 35,000 employees deliver technology, service and innovation to more than two million customers worldwide. The company was founded in 1920 and annual revenues now total \$6.0 billion. More information is available at www.pb.com.

About the Print Council

Through education, awareness, market development, advocacy and research, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council's members now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. The Print Council may be contacted through Ben Cooper, Executive Director at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

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(N.B. – Broadford & Maloney is part of the PR Alliance that serves The Print Council on a pro bono basis).

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