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FOR IMMEDIATE RELEASE

Barton & Cooney Enhances Productivity by Adding Pitney Bowes FlowMaster® RS Flex Inserting System

Technology Investment Helps Bring New Business to New Jersey Firm

STAMFORD, CT, March 17, 2010 -- [Pitney Bowes Inc.](#) (NYSE: PBI) today announced that New Jersey-based print and mail leader [Barton & Cooney](#) has installed a second [Pitney Bowes® FlowMaster® RS Flex Inserting System](#), continuing a transition to technologies that offer higher productivity, reliability and flexibility than systems provided by other firms.

The newly-installed system is the third major system that Barton & Cooney has acquired from Pitney Bowes in the past three years. In addition to the two FlowMaster® RS Flex Inserting Systems, Barton & Cooney in 2008 installed its first [Pitney Bowes® FPS™ Split Drive Inserting System](#). Each new system from Pitney Bowes replaced two swing-arm systems, simplifying business processes at Barton & Cooney and lowering overall costs of operations.

“We continuously look for ways to meet the needs of our clients who demand personalized, high quality communications” said Barton & Cooney Owner and President Patrick Doyle. “This latest investment will not only help us to be more productive, but also to add value to the services we deliver with highly effective match mail and read and print capabilities. We can process more pieces, with faster turnaround times, and a more auditable level of integrity and quality. We are very pleased with the technology and support that Pitney Bowes has provided as we continue to invest in our future.”

Barton & Cooney was founded in 1969 and provides a wide array of printing and mailing services to its clients. The company operates out of an 85,000-square-

foot facility in Burlington, New Jersey, and is Central and Southern New Jersey's most experienced printing and mailing company. Services to clients include mail sorting, laser printing, offset printing, and lettershop and fulfillment operations.

"We continually strive to deliver innovative solutions that can help our customers ultimately deliver a better product to their customers," said Ramesh Ratan, president of Pitney Bowes Document Messaging Technologies. "We know that the demands of our business clients are rising constantly, and we are making the investments in technology, support and services to help our customers succeed."

About Pitney Bowes:

Pitney Bowes is a \$5.6 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 33,000 employees deliver technology, service and innovation to more than two million customers worldwide. For more information about Pitney Bowes, its products, services and solutions, visit www.pb.com.

About Barton & Cooney:

Barton & Cooney provides superior full-service document imaging and mailing services to our customers. At the core of every job is our commitment to quality, accuracy, cost, and timeliness. We accomplish this by: Responding to each and every customer request in a timely and effective manner; staffing all functions with fully trained, conscientious, and team-focused employees; investing in new technologies that increase output and improve quality in a cost-effective manner; and minimizing our customers' mailing costs as if they were our own. For more information, visit www.BartonCooney.com

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