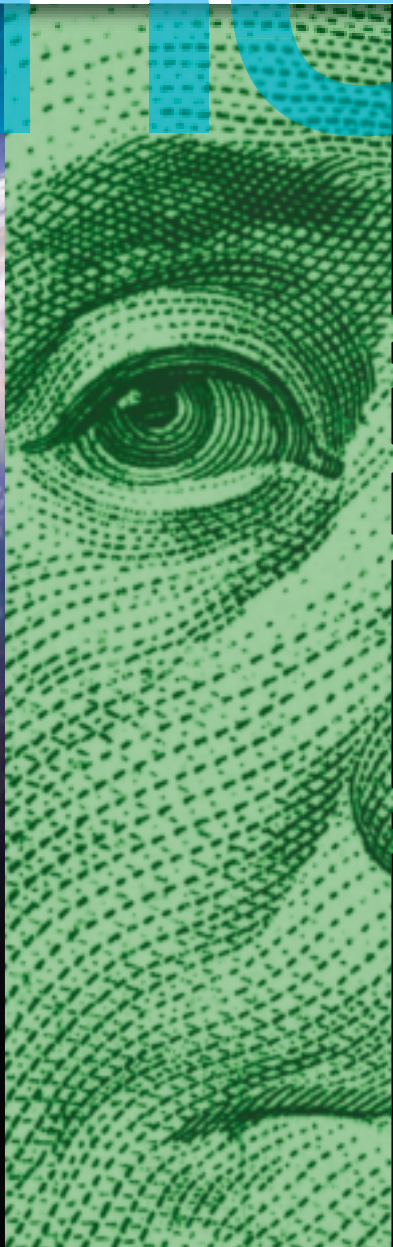


connect



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Can't Miss Webinar Series

As a Pitney Bowes customer, you get added-value insights on ways to engage customers, streamline mail preparation and improve your overall operations. With our new webinar series, you can learn more when and where it's most convenient to you. Visit the Resource Center at pb.com/mailservices to view the following previously recorded webinars and keep an eye out for upcoming topics!

- ▶ **Navigate the Complex and Dynamic World of Global Publication Delivery.** Learn how we plan to meet the international distribution needs of US-based publishers and get an insider's look at the robust capabilities of our newest 42,000 sq. ft. facility outside Chicago. See how you can combine new technologies with the Pitney Bowes workflows, international networks, services and volume discounts to achieve the best rates, quality service and an unprecedented amount of mail management information.
- ▶ **Making the Most of your Customer Communication While Reducing Costs.** In this informative webinar, we'll discuss how you can gain the most from your marketing campaigns while reducing postage expenses. Plus, see how new tools make it easy for organizations to make a bigger, more personal impact by sending mail from the US to international markets with the appearance that it was mailed "in-country."

Available to download at
www.pb.com/mailservices



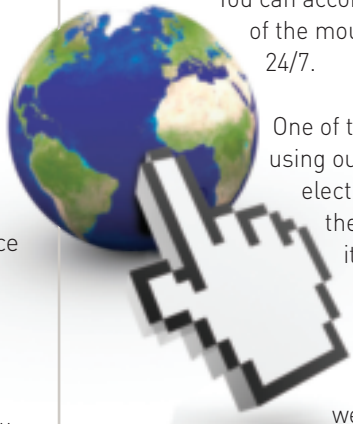
Creating the Automated International Mail Center:

We want to make your job easier. That's the idea behind the latest online account management tools found at www.pb.com/mailservices. Here, international mailers can:

- ▶ Easily and quickly track and invoice international postage costs
- ▶ Create manifests and bills of lading
- ▶ Generate customized reports
- ▶ Create invoices for departments and clients

You can accomplish so much with just a few clicks of the mouse. Plus, your data is always available – 24/7.

One of the biggest benefits our clients find in using our web tools is viewing and printing electronic bills of lading. Users simply select the services required, click "Submit" and it's done – with no need to order or store paper copies.



If you do not already have access to our online account management web tools; you should know that these tools are user friendly and take no time at all to learn. We'll provide you with a secure login and password, training and a Quick Guide so you can easily navigate your way through the program. Contact your Account Manager or Customer Service Representative to schedule an on-line demonstration. Get started now and turn your manual workflows into an automated mail center.

Milwaukee: Official Grand Opening

Enjoy food, activities, and raffles—and hear what is hot in our industry—as we celebrate the opening of our Mail Presort Facility newly located in the city of Brown Deer in Milwaukee County, Wisconsin. Event highlights include a keynote address from one of our Mail Services experts. Enjoy a live demo on our latest web tools to help you manage your business more efficiently; and on-going facility tours showing you all our capabilities. You won't want to miss this day!

The event starts at 11a.m. on Wednesday, August 17th. For more information, please contact Tara Rosa at 414.365.1510, ext 114, or email tara.rosa@pbpresortservices.com. Hope to see you there!

Customer Spotlight: Venture Encoding Services



Venture Encoding Services performs critical transaction mail services for some pretty demanding clients in the mortgage and installment loan industry. Venture's business is time-sensitive and exacting in quality and accuracy—attributes their clients have come to expect from one of the leading providers of paper and electronic document services.

Venture depends on Pitney Bowes Presort Services for mail preparation, presort and postal induction, and the organizations have worked together for many years. "It's a partnership between Pitney Bowes and our company," notes Jamie Potter, Venture's Director of Manufacturing and Distribution. "We feel like Pitney Bowes is just an extension of what we offer our clients," Potter explains.

"The same morning of the fire, presort trucks arrived at my facility. And within 24 hours Pitney Bowes was back on regular pick-up service."

Jamie Potter, Director of Manufacturing and Distribution

A recent event further validated the strong bond between Venture and Pitney Bowes. On February 8, 2011 a commercial fire destroyed the plant where Pitney Bowes processed First-Class Mail® for customers in the Dallas vicinity, a potential client disaster. However, Pitney Bowes responded with speed and efficiency, enabling Venture to meet their client obligations without interruption.

"I was impressed by how quickly Pitney Bowes got organized and communicated to us," Potter notes. "They told me they were in the process of implementing their disaster recovery plan. They kept me in the loop communications-wise, and let me know how the recovery process was going to work. The same morning of the fire, presort trucks arrived at my facility. And within 24 hours Pitney Bowes was back on regular pick-up service."

Thanks to the continuing support of customers like Venture Encoding Services, Pitney Bowes celebrated the opening of their new state-of-the-art mail facility in Dallas on June 6, 2011—less than 120 days after the fire. Pitney Bowes also retained 100% of its customers; proof positive that strong customer relationships are a critical factor for successful businesses.

To download a copy of this case study or view our videotaped interviews go to www.pb.com/mailexperiences.



New Mail Services Website Generates Excitement

Announcing the new Mail Services website! (pb.com/mailexperiences). The new site combines the best of Presort, International and International Publication Fulfillment all in one centralized online portal. Customers can log-in to access their account as well as get the latest information on Pitney Bowes Mail Services' products and services.

Highlights of the site include:

- ▶ **Account Access:** login access to the most advanced tools to analyze your costs, identify and track your outgoing and incoming pieces, and manage your mailstream.
- ▶ **Solutions:** An all-inclusive overview of Mail Services Presort and International products and services.
- ▶ **News:** Up to date information on global issues affecting Mail Services, including relevant press releases.
- ▶ **Resource Center:** Centralized information area with in-depth library of brochures, product information, listings of events and upcoming webinars.
- ▶ **Request a Quote:** With the click of a mouse, you can request a quote on postage savings and/or expedited delivery.
- ▶ **Webinars:** A new webinars section shows upcoming as well as archived webinars addressing current topics in the industry. Our goal is to provide you with relevant and insightful information, so you can make the most of your mail campaigns.



Did you know?

- ▶ **Pitney Bowes Mail Services** handles both Presort and International Mail and Parcels. Whether mailing domestic or international we can help. Contact us at 877.962.4578
- ▶ **NCOALink®** software will replace **FASTforward®** software as of October 2012
 - USPS will continue to accept new **FASTforward** licensees to June 30, 2012.
 - October 1, 2012 is the targeted date for the discontinuation of all **FASTforward** software and data fulfillment
- ▶ **FUN FACT: A one-cent rise in fuel prices increases USPS costs by \$6.5 million annually.**

Customer Appreciation Days: The Power of Focus

For the past five years Pitney Bowes Mail Services has hosted Customer Appreciation days to over 6,000 of our customers at our sites across the country!

Because we understand the importance of listening to our customers, and we value their feedback; we will once again set aside a specific day to celebrate our relationship with you. This year, we will host Customer Appreciation Days in each of our 36 presort services mail locations.

Our General Managers will be on hand to greet you and present updates on Mail Services priorities, upcoming postal changes and the latest innovations in service. This year's theme is In-Focus; Focusing in on mail efficiencies, savings and compliance for your company! Events will include a tour of the facility, food, activities, and live demonstrations. Key note speakers will present topics that are critical to today's mail and document environment.

This is an event you truly do not want to miss; please check customerdays.com for a date and location near you. Or reach out to your Customer Service representative for more details!

IN FOCUS



Upcoming events

- ▶ **Presort Services Customer Appreciation Days**
August/September/October
- ▶ **Jacksonville National PCC Day, WJCT Television Studio**
September 21, 2011, 10AM-3PM
- ▶ **National PCC Day, Tampa, FL**
September 21, 2011!
- ▶ **Graph Expo, Chicago, IL**
September 11 – 14, 2011
- ▶ **DMA Conference and Expo, Boston MA**
October 1 – 6, 2011. Boston Convention and Exhibition Center. For more information visit www.dma.org

Cost-saving tips ▶

Sometimes looking at things from a slightly different perspective can result in new savings opportunities. Here are some simple ideas:

▶ International Services

- ▶ Envelope sizes can impact postage costs. For example, US business envelopes are considered large letters in the UK and cost more to mail. By simply reducing the envelope size you can reduce the postage cost. It's that easy.
- ▶ Postage rates for parcels are based on the dimensions in addition to weight. Be sure to pack the product in box that is not too large for the size and weight of the product.

▶ Mail Presort

- ▶ A different look can make a big difference in direct mail. When you redesign Standard Mail® letters into First-Class Mail® postcards you'll save on postage and gain these other advantages:
 - No "openability" issue
 - Cards can serve as coupons
 - Lower material costs
 - Better delivery times for First-Class™
- ▶ When it comes to First-Class Mail®, there are many ways to save:
 - Convert flat-sized mail to letter-size mail with a single fold
 - Reduce overall thickness by folding once, not twice, and go from a #10 to a 6x9 kit.
 - Duplex pages, saving money on paper and folding
 - Use lighter weight paper
 - Reset your pages to narrow margins or smaller font sizes
 - Use 2-way (reusable) envelopes to reduce material costs and postage (reduced mail piece weight)
 - Take advantage of the low additional ounce rate for commercial First-Class Mail® letters.

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