

Pitney Bowes Business Insight Awarded Ordnance Survey Certified Premier Partner Accreditation

Highest accreditation places Pitney Bowes Business Insight in close strategic alliance with Ordnance Survey

Windsor, UK, 1 July, 2009 – [Pitney Bowes Business Insight](#) (PBBI), a global provider of location and communication intelligence software, data and services, today announces that it has been awarded Certified Premier Partner accreditation by [Ordnance Survey](#). Premier Partner is the highest level of accreditation by Ordnance Survey, awarded only to those organisations with which it has the strongest and most aligned strategic partnership.

“This is a significant development in our long-standing relationship with Ordnance Survey and one we expect to well serve our mutual customer base,” comments Gary Roberts, Managing Director UK and Ireland, Pitney Bowes Business Insight. “Ordnance Survey data plays a critical role in our delivery of accurate and detailed location intelligence solutions, and with the greater cohesion which comes with Premier Partnership, we can more effectively help organisations to visualise and analyse geographic data in order to make better informed, location-based business decisions.”

This important announcement bears further significance as it comes in the run up to the [AGI GeoCommunity 09 Conference](#) in September 09 where both companies are taking Platinum Sponsorship, providing a timely opportunity to showcase the benefits of this significant alliance to the UK’s core GIS community.

Mark Salter Head of Ordnance Survey Partners and Strategic Alliances commented “Ordnance Survey is delighted that Pitney Bowes Business Insight has over the last 12 months grown and provided excellent service to our joint customers and has now become a Premier Partner in challenging economic times.

The Premier Partner tier comprises a select few organisations with which Ordnance Survey has the closest and strongest strategic relationships. Pitney Bowes Business Insight has consistently worked closely with Ordnance Survey to promote our high quality mapping and richly deserves its place in the top tier of our Accreditation Programme”

The award of Premier Partner accreditation offers an enhanced range of benefits and commitments from Ordnance Survey as well as closer involvement in product development.



Key benefits include membership of the Ordnance Survey Massachusetts Institute of Technology (MIT) Industrial Liaison Programme consortium, a perk only offered to Premier Partners which enables these organisations to stay abreast of new developments in technology and to anticipate changes in the marketplace.

End.

For further information please contact:
Sue Glanville/ Sophia Henri
Say Communications
Tel: +44 208 971 6423
Email: sglanville@saycomms.co.uk
shenri@saycomms.co.uk

About Pitney Bowes Business Insight:

Pitney Bowes Business Insight (PBBI), a division of Pitney Bowes Software Inc., provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. Pitney Bowes Software is a wholly-owned subsidiary of Pitney Bowes Inc. (NYSE - PBI). With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbbusinessinsight.com and www.pb.com for more information.

About Pitney Bowes:

Pitney Bowes is a \$6.3 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 35,000 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 Ordnance Survey:

Ordnance Survey is Great Britain's national mapping agency, providing the most accurate and up-to-date geographic data, relied on by government, business and individuals.