

Pitney Bowes Business Insight and Dotted Eyes Co-host Sell Out Forum on MapInfo Professional® v10.0

*Unprecedented Interest in MapInfo Professional® v10.0 Reflected in First UK
User Forum Drives Demand for Extra Event*

Windsor, UK, 14 July, 2009 – Pitney Bowes Business Insight (PBBI), a global provider of location and communication intelligence software, data and services, today announced unprecedented demand from delegates to attend the first MapInfo Professional® v10.0 UK User Forum, co-hosted by Dotted Eyes, Pitney Bowes Business Insight's largest value-added UK reseller, on 30 June in Birmingham.

Exceptional interest in the event forced a last-minute venue change after Dotted Eyes responded to record demand to attend this first User Forum dedicated to the newly released MapInfo Professional® v.10.0 - over 50% greater than anticipated.

"We are naturally delighted with the overwhelming response from our valued customers to attend this important UK user event," said Tom Probert, EMEA Desktop Product Manager for Pitney Bowes Business Insight. "We worked closely with more than 400 customers, responding to detailed feedback, in a determined effort to make MapInfo Professional v10.0 the most complete and intuitive desktop mapping and analysis software on the market. The demand to see MapInfo Professional v10.0 *in the flesh* clearly demonstrates interest in the new functionality which is evidently generating a real buzz among users."

Attended by over 60 consultants, analysts and GIS managers from a broad range of large and medium sized organisations, crossing several sectors including local and central government and services such as the NHS, the forum was designed to demonstrate MapInfo Professional® v10.0 and its new features as well as showcasing complementary technologies and plug-in tools. The new functionality in MapInfo Professional® v10.0 includes powerful features such as access to Post GIS, built-in support for layered PDF and a highly intuitive new user interface.

"As Pitney Bowes Business Insight's largest value-added UK reseller, we are delighted to support the drive to deliver a truly progressive product which meets the increasingly demanding needs of GIS users from a wide spectrum of organisations throughout the UK," said Benjamin Allan, Managing Director, Dotted Eyes. "We are actively drawing on our

experience in providing training and consultancy services to help organisations in both the public and private sectors make the most from their investment in MapInfo Professional.”

A highly animated question and answer session added valuable interactivity to the event and highlighted the dialogue that Pitney Bowes Business Insight encourages with its customers to ensure the evolution of MapInfo Professional® reflects market needs. There was marked interest in the new layered PDF function which allows customers to share data across their organisations simply, saving on costs, as well as PostGIS, enabling open source spatial database technology integration.

Dotted Eyes also launched its MapInfo Professional® v10.0 migration course at the event, adding to its portfolio of courses which include MapInfo Professional® v10.0 introduction and advanced courses, enabling users of previous versions to achieve immediate benefits from the new functionality.

In order to meet the unprecedented demand demonstrated by the over-subscription to the first UK User Forum, Pitney Bowes Business Insight and Dotted Eyes are now organising a second forum this summer, the venue and date to be announced shortly.

Ends

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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 Dotted Eyes

Dotted Eyes is a well established, growing spatial data integrator. The company helps organisations to improve their effectiveness by bringing data to life through the application of geography of places, people and property. For more information, visit www.dottedeyes.com.