

Pitney Bowes Business Insight Introduces New Version of MapInfo® MapXtreme®

.NET Platform Enables Communications and Utilities Providers to Integrate Location Intelligence Across Enterprise Applications, Improving Business Processes and Driving Better Decision Making

Windsor, Berks UK, 5 November 2009 — Pitney Bowes Business Insight, the leading global provider of data quality and location intelligence solutions, today announced MapInfo MapXtreme v7.0, the newest version of the leading software development kit (SDK) for integrating location intelligence with existing business systems. By harnessing the power of location intelligence, communications and utilities providers can gain further insight from enterprise data when making mission critical decisions about network management, allocating resources and marketing to customers.

MapInfo MapXtreme v7.0 is a powerful, easy-to-use, .NET-based development solution for creating map-centric and location-enabled applications such as visual representations of network infrastructure or geographic concentrations of customers/prospects. The newest version of MapInfo MapXtreme v7.0 features a number of advances designed to enhance the developer experience, including improved flexibility and data access, customisation capabilities and interoperability with Bing and Google Maps.

Applications created with MapInfo MapXtreme v7.0 can be deployed on the Web and the desktop, enabling organisations to deliver and share location intelligence analysis with multiple users. For instance, a wireless carrier can share coverage and expected coverage maps with customers and prospects via the web. MapInfo MapXtreme v7.0 supports industry data access systems and protocols including Oracle®, Microsoft SQL Server® and Open Geospatial Consortium WMS and WFS services.

Benefits of MapInfo MapXtreme v7.0 include:

- **Enhanced Data Access**—Developers can extend data access to any data source. By accessing data where it lives and leveraging the most-up-to-date data sources, developers can enable more detailed location-based analysis. In this

release, MapInfo MapXtreme v7.0 also supports Microsoft SQL Server 2008 Spatial Data.

- **Greater Flexibility and Ease of Use**—New features such as a new API for the rendering of tiles, an extensible workspace manager and a localisation kit provide greater flexibility and increased customisation. With localisation, organisations can now easily customise their location intelligence applications in multiple languages.
- **Increased Interoperability**—MapInfo MapXtreme v7.0 supports Bing and Google Maps, providing the ability to display and analyse enterprise geographic data in widely used Web mapping services.

“Enhanced data access and ease of use of location intelligence helps communications and utilities providers better manage their networks by more quickly pinpointing outages, notifying customers, efficiently deploying repair crews and creating web-based applications such as ‘call-before-you-dig’ notification programs,” said Christopher Cherry, director, communications vertical strategy, Pitney Bowes Business Insight. “MapInfo MapXtreme v7.0 enables organisations to incorporate location intelligence across the enterprise for greater efficiency and more strategic decision making.”

End.

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About Pitney Bowes Business Insight

Pitney Bowes Business Insight (PBBI) is a division of Pitney Bowes Inc. (NYSE: PBI). PBBI 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. 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 and citizens 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.

For more information visit: www.pbinsight.com

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.

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