

Pitney Bowes Business Insight's 2009 Meridian Awards Recognises UK-based Learning Lighthouse City Learning Centre

*Learning Lighthouse's innovative use of MapInfo Professional® lauded at
the 2009 Insights User Conference*

Windsor, UK, 8 June, 2009 – Pitney Bowes Business Insight (PBBI), a global provider of location and communication intelligence software, data and services, announced last Thursday that the [Learning Lighthouse City Learning Centre](#) has been selected as the runner-up in the 'Unique and Unusual' category of the company's [Meridian Awards](#).

The Learning Lighthouse CLC has been recognised for its dynamic use of MapInfo Professional® in delivering an array of diversified projects to students spanning a whole range of subjects including history, geography, business studies, maths and science.

For example, one project saw a group of year nine (13-14 year old) students using MapInfo Professional to study a local area which was undergoing regeneration. The area was photographed and video footage was taken before regeneration work had begun. The images and videos were then located on maps and 13 fictitious regeneration sites were created along with a browser which included information about their previous land use.

Another larger summer school project saw students aged between nine and 15 work together to identify 160 different species found during field trips. The students then used MapInfo Professional to map their results onto ordnance survey maps to show the species found at each location.

Patsi Baldock, Manager, The Learning Lighthouse City Learning Centre comments, "We have been using MapInfo Professional now for approximately seven years. Originally we were simply looking for a method of visualising and using ordnance survey maps, but we've since been amazed by the wide array of educational possibilities that this powerful application offers. MapInfo Professional is so user-friendly that even a five-year old can make advanced use of it."

Gary Roberts, Managing Director UK & Ireland, at Pitney Bowes Business Insight adds, "We are always fascinated to discover the new and innovative ways in which our customers are making use of our dynamic location and communication intelligence

solutions. The Learning Lighthouse is doing great work in highlighting the educational possibilities offered by working with geospatial data and is a very deserving recipient of this award.”

The Meridian awards programme recognises Pitney Bowes Business Insight customers who are driving business innovation with dynamic uses of location and communication intelligence solutions. Companies from all over the world submitted entries and the winners were formally announced last Thursday at the Insights 09 User Conference, formerly the MapWorld and the Group 1 User Conference.

The ‘Unique and Unusual’ category recognises customers that have successfully implemented a particularly innovative application of Pitney Bowes Business Insight technology. The Learning Lighthouse has been acknowledged for using MapInfo Professional to deliver workshops and diversified education projects for children.

MapInfo Professional v10.0 will be available from 22 June 2009. For more information please visit <http://li.pbbiblogs.com>

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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.

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