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Pitney Bowes MapInfo Unveils GroundView™ Demographics to Support More Confident Business Decisions

Pitney Bowes MapInfo Integrates Household Geodemographics with The Gadberry Group's MicroBuild® Data, Providing Timely, Reliable Market Analytics

TROY, NY—July 15, 2008—Pitney Bowes MapInfo, the leading global provider of location intelligence, today introduced GroundView™, a joint demographic data offering with The Gadberry Group, a provider of location-based services and information data products. GroundView delivers the most recent household and population counts available for the U.S., providing organizations in a range of industries including retail, restaurant, financial services, insurance and media with current, consistent data to support critical business decision making.

"Whether you're a quick service restaurant chain or big box retailer, making successful business decisions requires organizations to have a clear understanding of its target customers, where and how they live and what their needs and desires are," says Dr. Wayne Lee, chair in finance and executive director, University of Arkansas, Walton College of Business. "Having access to comprehensive, frequently updated household-specific demographic data is crucial to staying ahead in today's competitive environment."

GroundView integrates Pitney Bowes MapInfo's next generation demographics with Gadberry's patent-pending MicroBuild® household geodemographic data, bringing a new level of reliability and timeliness to market analysis and decision making. In the past, organizations relied on estimates and projections based on U.S. Census Bureau data—which is only updated every ten years. GroundView's quarterly updates provide companies with the most recent U.S. household and population counts available enabling them to make more confident decisions regarding site selection, marketing, distribution, product development and other key business areas.

“Current economic trends are introducing substantial challenges for businesses, especially around rapidly changing markets,” said Mike Hickey, president, Pitney Bowes Software. “By providing access to more accurate household and population data, GroundView helps companies be more location intelligent and gain a better understanding of a specific geography’s potential, enabling them to answer valuable questions, such as where to open a new store, what products to stock on their shelves or whether or not to consolidate current stores based on declining population.”

For further information on this offering, please visit www.mapinfo.com/groundview.

About The Gadberry Group

The Gadberry Group provides location-based services and information data products, for clients who demand the most current, accurate, and precise household and population data for their site location analysis. MicroBuild™, Gadberry’s patent-pending product, is unique because only MicroBuild™ uses consumer data at the rooftop level to deliver quarterly household and population counts beginning at the census block level.

About Pitney Bowes MapInfo

Pitney Bowes MapInfo, part of Pitney Bowes Inc. (NYSE:PBI), is the leading global provider of location intelligence solutions, integrating software, data and services to provide greater value from location-based information and drive more insightful decisions for businesses and government organizations around the world. The company’s solutions are available in multiple languages through a network of strategic partners and distribution channels in 60 countries. Visit www.mapinfo.com and www.pb.com for more information.

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Of Note

This press release contains forward-looking statements involving risks and uncertainties. Any statement not a statement of historical fact is a forward-looking statement, including without limitation statements concerning demand for and benefits of Pitney Bowes MapInfo products and integration of its products with existing solutions. Actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including those factors contained in the Company’s most recent annual report on Form 10-K filed with the Securities and Exchange Commission under the heading “Risk Factors.” Pitney Bowes MapInfo takes no responsibility to update any forward-looking statements.