

## FOR IMMEDIATE RELEASE

### **Pitney Bowes Business Insight Partners with DataMap Intelligence to Provide Organizations with Greater Accuracy When Making Critical Business Decisions**

TROY, N.Y. (BUSINESS WIRE) March 3, 2010 – Pitney Bowes Business Insight, the leading global provider of data quality and location intelligence solutions, announced today that it will integrate DataMap GEO Geospatial Data as an add-on to its location intelligence solutions to standardize and geocode new input addresses with greater street level accuracy.

“DataMap GEO provides an added dataset to enhance the geocoding, spatial analysis and visualization that enable Pitney Bowes Business Insight customers to more effectively meet rapidly changing business needs”

A variety of industries, including financial services, insurance, telecommunications and government, rely on new neighborhood data to research and analyze property characteristics such as environmental factors, demographics and tax jurisdictions. With DataMap Geospatial Data, organizations that require precise geocoding and accurate property identification now have access to detailed information on all new residential development across the United States. The DataMap Intelligence data includes parcel boundaries, parcel centroids and street segments.

“DataMap GEO provides an added dataset to enhance the geocoding, spatial analysis and visualization that enable Pitney Bowes Business Insight customers to more effectively meet rapidly changing business needs,” said Berkley Charlton, global portfolio director at Pitney Bowes Business Insight. “By integrating DataMap GEO geospatial data, we are enabling organizations to precisely locate more properties across the country and gain greater insight into each specific location, whether they’re looking to provide mortgage services, route deliveries, issue an insurance policy, or determine taxes.”

“DataMap GEO Geospatial Data will be integrated with multiple Pitney Bowes Business Insight products including GeoStan™ solution, MapMarker® software, Spatial+™ solution and Centrus® web mapping services, and can also be visualized through mapping applications such as MapInfo Professional® software.”

#### **About DataMap Intelligence**

DataMap Intelligence, LLC is a complete and comprehensive GIS content provider that creates, collects and distributes geospatial data pertaining to virtually all new and emerging residential developments across the United States and Canada. DataMap’s products offer endless possibilities by providing real time, manipulative data for companies that depend on accurate and updated geospatial data for new residential developments. What makes DataMap unique is the fact that it has aggregated data pinpointing the exact location of virtually all new and emerging residential developments throughout the United States and Canada, together with their vital characteristics, and DataMap can deliver this data in geospatial format. This combination is currently unavailable elsewhere. See [www.datamapintel.com](http://www.datamapintel.com).

#### **About Pitney Bowes Business Insight**

Pitney Bowes Business Insight (PBBI), a division of Pitney Bowes Software Inc., a wholly-owned subsidiary of Pitney Bowes Inc., provides a unique combination of location and communication intelligence software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. With the industry’s most comprehensive set of solutions for maximizing 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 organizations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit [www.pbbusinessinsight.com](http://www.pbbusinessinsight.com) and [www.pb.com](http://www.pb.com) for more information.