



Engineering the flow of communication™

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Mountaincow's New StationeryStamps™ Products, Powered by Pitney Bowes, Enable Customers to Coordinate Postage with Invitations

Available in White or Ivory with Sophisticated Motifs, Monograms or Custom Images to Enhance Formal Invitations for Weddings and Other Elegant Events

STAMFORD, Conn. and PROVIDENCE, RI, September, 17, 2007 – Pitney Bowes Inc. (NYSE: [PBI](#) - [News](#)), the world's leading mailstream solutions company, and invitation software maker Mountaincow LLC announced today they have joined forces to introduce stylish customized postage for invitations. Powered by Pitney Bowes, Mountaincow's new StationeryStamps™ customized postage enable customers to coordinate their postage to match invitations. By expanding the scope of customized postage to include ivory stock, StationeryStamps™ offer a powerful new tool to enhance the look of formal invitations for weddings, fundraisers and other social and corporate events. StationeryStamps™ are available now for purchase at www.mountaincow.com.

"Pitney Bowes is delighted to be collaborating with Mountaincow to introduce customized postage that will allow today's sophisticated consumers and corporate customers to create and present a polished, coordinated look to their formal mailings," said Ian Siveyer, Vice President of Global Internet and Postal Solutions for Pitney Bowes. "Mountaincow's StationeryStamps™ offer a unique opportunity to match personalized postage with invitations."

"You can create the most beautiful formal invitation in the world, but the first thing your guest will see is the envelope and postage label," said Josh Eisen, President of Mountaincow.

"StationeryStamps™ allow you to extend your invitation design outside the envelope. Available on white or ivory sheets, they suit even the most formal envelope."

Customers can choose from Mountaincow's selection of stock images and monograms that coordinate perfectly with the designs in its website invitation gallery. Mountaincow expands its gallery each month by publishing original new designs with matching StationeryStamps™ customized postage in its free e-mail newsletter. Customers can also submit their own image, photo, monogram, company logo or motif, subject to USPS guidelines for customized postage. Reorders are fast-tracked by entering a prior order number. Users of Mountaincow's PrintingPress invitation software can download a template and easily apply any of Mountaincow's graphics, patterns, borders, monograms, curved text and patterned text to their postage designs.

StationeryStamps™ products are made possible as a result of the expanded Customized Postage Program from the United States Postal Service. StationeryStamps™ are produced in collaboration with Pitney Bowes, an authorized Customized Postage Provider. A sheet of 20 StationeryStamps™ costs \$9.99 to \$15.99 plus the price of the postage, depending on options for white or ivory with a stock image, custom image or monogram.

About Pitney Bowes: Pitney Bowes is a mailstream technology company that helps organizations manage the flow of information, mail, documents and packages. Our 35,000 employees deliver technology, service and innovation to more than two million customers worldwide. The company was founded in 1920 and annual revenues now total \$5.9 billion. More information is available at www.pb.com.

About Mountaincow: Mountaincow was founded in 2002 in Providence, RI and sells invitation software and stationery products to consumers and specialty retailers worldwide. Mountaincow's innovative do-it-yourself home printing software and printer-compatible stationery enable customers to affordably customize and print their own invitations for weddings and other events using a PC and printer. The company's professional custom printing solutions enable retailers and home studios to design and print invitations for their clients. For more information, visit www.mountaincow.com or call 800-797-MCOW.

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