



Engineering the flow of communication™

March 25, 2008



Carl Hamilton
1934 Gazaway Rd
Lexington NC 27295

Dear Carl,

Now You Can Attach, Match, Personalize and Track with Pitney Bowes OnePass™

When you purchase an AT2 product attaching system in combination with Pitney Bowes OnePass™, you can stake your claim in the card production business. Capture broader revenue streams and provide exciting new card personalization services to your customers. Add the Pitney Bowes OnePass™ intelligent card attaching and personalization solution featuring flexible and accurate card personalizing, attaching, matching and tracking all in a cost effective single pass solution to deliver more value to your customers.

Pitney Bowes can help you offer your customers powerful one pass personalized card services.

Capture new revenue streams
Deliver one-to-one personalization solutions
Increase productivity with lower unit costs

Until now, traditional gift card production has been complex, slow and expensive! Our new Pitney Bowes OnePass™ changes these dynamics with a powerful, flexible and efficient mailstream solution. Pitney Bowes OnePass™ can help streamline your operation and create new revenue driving business opportunities.

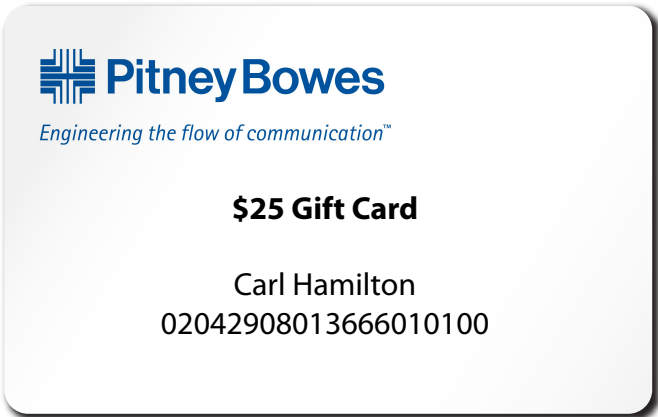
- Create truly personalized gift cards with variable magstripe encoding
- Inkjet image personalized messages onto both cards and carriers
- Track and verify cards and carriers through the entire one-pass process
- Deliver high volume runs at increased production speeds of up to 20,000 pieces per hour
- Encode, print, attach and verify all at a lower acquisition cost

Pitney Bowes OnePass™ can easily help you offer more customization value to your customers and increased revenues to your business. Our goal is to help give you a competitive edge in the marketplace. Allow us to show you firsthand how Pitney Bowes OnePass™ can deliver for you and your customers.

To learn more, please call us at (877) 536-2736.

Sincerely,

Kevin Marks
Vice President Marketing, Pitney Bowes



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