



FOR IMMEDIATE RELEASE: November 2015

**Data-Mail adds fourth and fifth Pitney Bowes MailStream Direct™
inserting systems from MCS, Inc.**

Industry giant adds to its existing investment, expanding capacity.

Gaithersburg, MD – MCS, Inc. is pleased to announce today that Data-Mail of Newington CT. has invested in the 4th and 5th Pitney Bowes MailStream Directs from MCS, Inc. Data-Mail was the first customer of the MailStream Direct and worked closely with both Pitney Bowes and MCS to bring the MailStream Direct to the advertising mail market.

As one of the most successful letter shops in the industry, Data-Mail has always been on the leading edge of technology from its inception. With Data-Mail's recent investments in 4 Xerox iGens 4s, and a Cannon Océ 3900 process color inkjet, the 5 Pitney Bowes MailStream Directs give Data-Mail the ability to process up to 2,000,000 more envelopes a day. The MailStream Direct ultra-high-speed inserter cycles at an industry leading 22,000 cycles an hour and has proven to be flexible enough for the challenges of the advertising mailing market.

The MailStream Direct offers:

- cycling speed of 22,000 pieces per hour
- bulk insert feeder
- front loading envelope hopper
- vertical conveyor with automated sorting
- industry leading double detection

“We have tested many inserting systems only to find that they don't hold up to the challenges of our industry” says Scott Braunstein, Senior Vice President of Data-Mail. “The ultra-high-speed of the Pitney Bowes MailStream Direct complements the flexibility of our 30 Pitney Bowes FlowMasters. We can process from 3 to 6 million pieces a day, and every day is a new challenge. The MailStream Direct offers us a new tool to meet our customers' needs for quick turnaround and high integrity” Braunstein adds.

To see a success story video on Data-Mail, go to <http://bcove.me/01kbaqqx>

About Data-Mail

Data-Mail was established in 1971 in Newington, CT as a leading full service print and lettershop helping national businesses with their personalization and direct mail services. Data-Mail is one of the largest employers in the Hartford, CT metropolitan region with over 800 employees working across three shifts and we support some of the largest companies and advertising agencies in the country including Blue Chip companies in Financial Services, Retail, Publishing, Healthcare, Insurance, Telecom, and High-Tech – many companies and brands you would recognize immediately.
<http://www.data-mail.com/>

About MCS

MCS is a leading national provider of technology for the production print and mail market. As a strategic partner of Pitney Bowes DMT division, MCS offers the MailStream Direct and the FlowMaster inserters to the advertising mailing industry nationwide.

More information:

For more information, contact Mr. Glenn Toole, VP Sales and Marketing, MCS. Inc.

www.mcspro.com

Phone: +1 (301) 990-6500; email glenn.toole@mcspro.com

About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes. For additional information, visit Pitney Bowes at www.pitneybowes.com.