

the design channel

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news release

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For Immediate Release

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The Design Channel retained to deliver additional marketing solutions to Pitney Bowes.

Mailstream technology leader extends relationship with agency to build on branding momentum

WASHINGTON, DC, December 7, 2010 –The Design Channel confirmed this week that it has been retained by mail services giant Pitney Bowes to develop lead generation solutions for its TrackMyMail technology.

TrackMyMail is a web-based tracking service that uses the Intelligent Mail barcode to provide real-time mail status information throughout the postal system. Reports generated by TrackMyMail give users actionable data that can be used to enhance marketing strategies, reduce mailing costs and achieve other positive business outcomes.

In the months ahead, The Design Channel will generate whitepapers, blogs and web banner advertising, and implement search engine optimization tactics, to support new customer acquisition efforts for TrackMyMail. “We are delighted to continue our relationship with Pitney Bowes,” said David Franek, president of The Design Channel. “We’re intimately familiar with TrackMyMail and its significant marketing benefits, and are looking forward to making it a top-of-mind brand among companies eager for strategic direct marketing advantages.”

Prior to its acquisition by Pitney Bowes in 2008, privately-held TrackMyMail had tapped The Design Channel to establish a market positioning and brand platform that more accurately conveyed the company’s innovative, problem-solving technology and spirit. The partnership was resumed earlier this year under the Pitney Bowes corporate umbrella when The Design Channel developed a web banner/landing page campaign highlighting TrackMyMail’s ability to help direct marketers anticipate and avoid potential problems with mailings.

Pitney Bowes, based in Stamford, CT, manufactures software and hardware solutions that support mailstream operations. It has approximately 36,000 employees worldwide and is one of 87 existing firms that have been members of the S&P 500 since its creation in 1957.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, broadcast and interactive media.

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