

**FOR IMMEDIATE RELEASE**

**Prep Sportswear's New Customized Postage Powered by Pitney Bowes Enables Customers to Feature their Favorite K-12 School and Sports Teams**

**SEATTLE, WA, August 7, 2008** – Prep Sportswear ([www.prepsportswear.com](http://www.prepsportswear.com)), an on-demand retail platform, offering personalized products and the Web's largest school and team sports marketplace, and, Pitney Bowes Inc. (NYSE: PBI), the world's leading [mailstream technology company](#), recently announced a collaboration to provide customers with the ability to personalize postage with their favorite K-12 school or sports teams. The agreement expands Prep Sportswear's line of products offered through its network of more than 800,000 online stores and Pitney Bowes' [customized postage](#) initiatives in the e-retail space.

"Pitney Bowes is excited to be working with Prep Sportswear to introduce this unique, customized postage value proposition to customers," said John Schloff, Vice President, Global Strategy and Business Development, Mailing Solutions Management, Pitney Bowes. "Our collaboration will combine Prep Sportswear's strengths as a leading online retailer of customized apparel and accessory products and Pitney Bowes' experience in customized postage."

"Prep Sportswear is excited to work with an industry leader to expand our growing list of customized products," said Chad Hartvigson, Chief Executive Officer of Prep Sportswear.

To personalize postage, customers can visit [www.prepsportswear.com](http://www.prepsportswear.com) to access Prep Sportswear's network of online customized stores for K-12 private and public schools, sports teams, booster clubs and other organizations. After selecting an online customized store and the postage product category, customers can purchase postage through three simple steps. First, customers select a postage value and quantity. Next, they can choose from four different postage layout designs. Finally, customers select a shipping method and submit their order. Prep Sportswear's technology solutions also allow customers to add, edit and publish their own school or team store and create, design and buy personalized products, including postage.

Prep Sportswear's customized postage offerings are made possible as a result of the expanded Customized Postage Program from the United States Postal Service®. The postage is produced in collaboration with Pitney Bowes, an authorized Customized Postage Provider. Postage is available in sheets of 20

For more information, please visit [www.prepsportswear.com](http://www.prepsportswear.com)

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**About Prep Sportswear**

Prep Sportswear is the leading online marketplace empowering individual consumers with similar interests to create, design and buy personalized products. Initially focused on serving schools and teams, Prep Sportswear is rapidly growing into the booster club, collegiate, corporate and recreational sports markets. Our vertically integrated technology platform, on-demand dynamic imaging, automated manufacturing and fulfillment process, and partner integration solutions result in a highly scalable platform.

The company's solutions help schools, teams, booster clubs and community service organizations improve fundraising capabilities, increase revenues, and reduce the cost and complexity of managing and marketing apparel and uniform purchasing. Prep Sportswear is a growing network of over 800,000 stores, covering 4.3 million teams worldwide and offering over 100 billion unique product combinations with the ability to personalize each item.

Prep Sportswear is privately funded and located in Seattle, WA. For more information, please visit [www.prepsportswear.com](http://www.prepsportswear.com).

**About Pitney Bowes**

Pitney Bowes is a mailstream technology company that helps organizations manage the flow of information, mail, documents and packages. Our 36,000 employees deliver technology, service and innovation to more than two million customers worldwide. The company was founded in 1920 and annual revenues now total \$6.3 billion. More information is available at [www.pb.com](http://www.pb.com).

**Media Contact:**

Dan Lewis  
Prep Sportswear  
206.876.2800 x103  
[dlewis@prepsportswear.com](mailto:dlewis@prepsportswear.com)