

Representative Vell Placement

CHUCK CORDRAY
CEO, INLET



Chuck Cordray was named president of the Volly™ secure digital delivery service. Volly is now Inlet, and is a joint Venture between Broadridge Financial Solutions and PBI.

Cordray joins Pitney Bowes from Hearst Corporation, where he served as senior vice president and general manager of Hearst Magazines Digital Media. In this role, he was responsible for the strategic direction and operating management for Hearst's digital activities, including advertising, editorial, online consumer marketing, partnerships and project management for 24 different websites, including 12 tied to Hearst magazine properties and 12 purely digital sites.

Cordray previously held executive leadership roles for several large consumer brands, including TV Guide Publishing Group, Primedia, Inc., and Meredith Corporation.

"Chuck Cordray knows the consumer digital space and has operated effectively there for years," said Leslie Abi-Karam, executive vice president and president, mailing solutions management, Pitney Bowes. "He is well-positioned to lead our growing Volly team in the emerging market for secure digital delivery services, and guide the team toward our consumer launch in the second half of the year."

"I am very excited to join Pitney Bowes to help shape the fantastic opportunity that Volly represents," commented Cordray. "The company brings invaluable assets to this emerging market: unsurpassed security technology, deep relationships with mailers, and a 90-year commitment to helping companies manage their customer communications. That is a winning combination."

About Volly

The Volly™ secure digital delivery service, unveiled in January, is a new cloud-based digital mail communications platform that will empower consumers to receive, view, organize, and manage bills, statements, direct marketing, catalogs, coupons and other content from multiple providers using a single application. This opt-in, consumer-focused consolidation service also includes online bill pay. For more information about the Volly™ secure digital delivery service, visit www.volly.com.

As a joint venture between Pitney Bowes and Broadridge Financial Solutions, Inlet incorporates the expertise, trust and security from these two-global technology and commerce leaders. Broadridge's technology powers the securities industry and provides the infrastructure that helps the financial services industry operate in an advanced, dependable, scalable way. Pitney Bowes provides technology solutions for small, mid-size and large firms that help them connect with customers to build loyalty and grow revenue.