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CrawfordTech's Innovative Document Enhancer Receives Another Industry Award

Key component in cost-effective Transpromo Strategy honoured at OnDemand Conference

Toronto ON and Philadelphia PA, 31 March 2009 - Crawford Technologies Inc., the award-winning provider of transactional customer communications solutions, is proud to announce that its innovative PRO Document Enhancer has once again been recognized by the industry. The Best of Show Awards ceremony took place earlier today at the Application Showcase Theater at the ONDEMAND 2009 Conference and Exposition. At that event, InfoTrends presented the company's PRO Document Enhancer V3.6 with an Honorable Mention in the category of 1:1 Communications. This is the second award for PRO Document Enhancer, which was honoured in 2008 as Product of the Year by the Xplor organization.

"This award further recognizes our lead role in delivering the next generation of Transpromo solutions," said Stuart Warner, CrawfordTech's VP of Sales and Marketing, who accepted the award on the company's behalf. "We recognize that this industry moves forward through new product offerings that reduce the complexity and cost of creating and maintaining document production environments. Transpromo is being driven by new capacities such as better software to generate more economical 1:1 marketing, cost reductions in color printing and the ability to create and change very complex transaction print streams in a timely and cost effective manner. Now more than ever, we know our clients need an inexpensive way to increase top-line revenue and drive operational efficiencies. We are thankful that the industry honors us again by recognizing that PRO Document Enhancer delivers on that promise."

About Crawford Technologies Inc.

Since 1995, Crawford Technologies' award-winning solutions have helped over 500 companies around the world reduce costs associated with communications processes by delivering mission-critical transactional communications to their customers in the format they need, when they need it. With CrawfordTech's range of unique software products and services, our clients simplify, automate and extend document delivery cost effectively - irrespective of current, legacy or future standards in infrastructure or document output.

These clients, including four of the top five US banks, four of the top five US insurance companies and four of the world's top five car manufacturers, are realizing high-value results:

- Costs associated with document processes are minimized through automation.
- New opportunities for savings across critical communications are realized.
- They react quickly to changes in regulations, policies, business requirements and technical infrastructure.

CrawfordTech's quality software, expert support and print business knowledge help clients to meet operational, service, marketing, legal and standards requirements and automate the delivery of billions of communications to their customers annually. Simply put, companies look to Crawford Technologies for our platform-independent approach, leading system performance and superior output fidelity. Please visit www.crawfordtech.com to find out more about our customers, people, partners, products and solutions.

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