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Crawford Technologies Announces *Enterprise IMB™*

Toronto, 15 May 2008. Crawford Technologies Inc., the leading provider of transactional document reengineering solutions, announced today the launch of its **Enterprise IMB™** solutions family to enable organizations to easily implement and take full advantage of the USPS Intelligent Mail® Barcode initiative.

Enterprise IMB™ provides a set of solutions for organizations who want to optimize the effectiveness of their mailing operations. **Enterprise IMB™** allows organizations to maintain maximum postage discounts, keep up with USPS regulation changes and achieve integration with the USPS automated mail processing systems.

Enterprise IMB™ provides an architecture which supports four levels of IMB implementation, and offers a migration path between them for organizations wanting to implement IMB incrementally:

- **Enterprise IMB™** offers tools to convert POSTNET and PLANET Code barcode applications to IMB Basic Service and IMB Full Service.
- **Enterprise IMB™** includes support for managing the unique mail piece identifiers required to achieve IMB Full Service with its maximum postal discounts. This is the point where mailers will need to be by May 2009 to obtain the best USPS pricing.
- **Enterprise IMB™** provides an interface to the USPS OneCode Confirm® service to track mail as it moves through the USPS mail system to the recipients, as well as tracking return documents through the postal system back to the sender.
- **Enterprise IMB™** offers APIs and tools to allow Enterprise-wide vision into the USPS systems to track your customer communications status and apply this information to other business applications throughout the enterprise including marketing, call centre and lock box operations.

“**Enterprise IMB™** offers organizations a complete line of IMB-enabling solutions, which can smooth the transition to IMB, significantly reduce the conversion costs and allow organizations to maximize the ROI on their IMB investment” said Ernie Crawford, President, Crawford Technologies Inc., adding “With its modular design, **Enterprise IMB™** is a fit for medium and large size mailers alike and can be a major mail management tool for them. CrawfordTech can also provide Professional Services to help mailers plan and execute their projects”.

Enterprise IMB™ is based on a centralized mail tracking server which is available on Windows and most flavors of UNIX. Client APIs are available on Windows, UNIX and z/OS which allow applications enterprise-wide to interact with the server.

CrawfordTech will be exhibiting at the National Postal Forum May 18-21 in Anaheim, CA in booth #1208. Visit us there and find out how we can help your organization benefit from implementing an **Enterprise IMB™** solution.

“The **Enterprise IMB™** family builds on CrawfordTech’s core competencies in the Transpromo/transaction document production environment and extends these benefits into other areas” said Stephen D. Poe, VP of Product Management for Crawford Technologies Inc. “With this launch CrawfordTech now has five major families – transforms, award-winning document re-engineering, transaction document archive, workflow, and now **Enterprise IMB™** – to provide our customers with a single vendor solution to their Transpromo/transaction document production environment needs”.

Additional information on **Enterprise IMB™** can be found at <http://www.EnterpriseIMB.com>.

About Crawford Technologies Inc. Founded in 1995, Crawford Technologies, Inc. (CrawfordTech) is a leader in document manipulation and re-engineering solutions, including data mining of print streams, archiving and retrieval, print stream conversion, and workflow processing. The wide range of robust and flexible CrawfordTech products allows companies to boost revenue, build efficiencies and bolster customer service. Their committed and knowledgeable technical teams provide unparalleled development, design and support, and their flexible transform technology is recognized as the fastest, most flexible and most accurate available.

Customers around the globe rely on CrawfordTech to enable mission-critical document strategies that result in tactical savings and efficiencies as well as strategic improvements in revenue generation and customer service. Their native format archive systems and transform tools work with all print stream formats and make CrawfordTech a highly sought after partner in both the OEM and user communities.

Visit <http://www.crawfordtech.com/> for further information, or to arrange for interviews, please contact:

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NOTE TO EDITORS: For additional information visit Crawford Tech’s PR website (<http://www.crawfordtech.com/PressReleases.htm>)

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