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Press Release:  
"For Immediate Release"



## Whitehill Technologies announces OEM partnership with Crawford Technologies

*Strategic partnership powers new Whitehill Transform Suite,  
providing cost-effective, transformation software  
to convert legacy print formats*

**MONCTON, NB, Canada – May 11, 2004 – Whitehill Technologies, Inc.,** a provider of leading Document Composition and Format Transformation software that enables organizations to derive greater value from business information, today announced a strategic partnership **with Crawford Technologies, Inc.,** a leading global provider of advanced print production transformation software.

The agreement gives Whitehill customers a quick, cost-effective option for transferring outdated, legacy print formats into more effective data types. Under the agreement, Whitehill will be an OEM provider of Crawford Technologies' print-stream transformation and manipulation software. Whitehill has over 500 customers in 45 countries in the insurance, banking and legal markets.

"With the added capabilities offered through the Whitehill Transform product line we are adopting from Crawford, we can provide our clients with a distinct advantage in making legacy output a more valued business asset" said **Paul McSpurren, president and CEO of Whitehill.** "Customers now have the unique opportunity to manage and address 100% of their Document Composition and Format Transformation needs from a single interface".

The newly adopted Crawford Technologies' suite of Format Transformation products provides conversion of print streams including Xerox Metacode, LCDS, AFP, MO:DCA-P, PCL, PostScript, PDF, Flat File, Line Print, ASCII, EBCDIC, XML and HTML into other formats including PDF, PostScript, AFP, PCL, XML, Xerox normalized metacode and CSV files.

“Crawford Technologies' print production transformation software is the ideal complement to Whitehill's suite of full-service document extraction, transformation and distribution software,” **said Ernie Crawford, president of Crawford Technologies, adding** “We contribute proven expertise in helping clients quickly transform print formats, and we do it in a simple and elegant way.”

Whitehill's suite of Document Composition software products includes Whitehill <xml>Transport and Whitehill Enterprise. Clients use solutions from Whitehill today to automate key back office business processes that reduce costs and improve decision making. Whether bundled with a Whitehill Document Composition solution or implemented as stand alone products, the new Whitehill Transform suite of products provides customers with a broader ability to effectively archive, present, print and exchange valuable business information.

### **About Whitehill Technologies**

Whitehill Technologies, Inc. develops and implements document composition and format transformation software that enables organizations to derive greater value from business information. Whitehill has helped over 500 customers in 45 countries unlock the value of their structured and unstructured data. Whitehill's software automatically extracts any type of data, transforms it, renders it into any format required, and then distributes it to whomever needs it. Whitehill's key products include Whitehill <xml>Transport and Whitehill Enterprise. Whitehill is a privately held company with 90 employees. Headquartered in Moncton, New Brunswick, Canada, Whitehill also has locations and partners in the United States, United Kingdom, Italy and the Netherlands. Deloitte Touche Tohmatsu has recognized Whitehill two years in a row in its Fast 50 ranking of technology companies.

[www.whitehilltech.com](http://www.whitehilltech.com).

### **About Crawford Technologies**

Crawford Technologies, Inc. provides print stream transform, extraction and manipulation solutions that are unsurpassed in the industry. With its committed and knowledgeable product teams, Crawford provides unparalleled development, design and support. Crawford is a global leader in providing advanced print production transformation products for the financial, insurance, medical, government and telecommunications industry. Crawford's powerful suite of conversion and enhancement products automates the transformation of print-stream, data manipulation and document output. Crawford Technologies, Inc. is based in Canada. Its Toronto and Vancouver development centers produce high-quality, cross-platform products using advanced development and testing techniques.

[www.crawfordtech.com](http://www.crawfordtech.com)

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