



FOR IMMEDIATE RELEASE



Crawford & Company Named Finalist for International Trade Award

ATLANTA (Oct. 8, 2010) – Crawford & Company (NYSE: CRDA; CRDB), the world’s largest independent provider of claims management solutions, has been named a finalist for the International Trade Award – Large Company Category as part of the Governor’s International Awards program sponsored by the *Atlanta Business Chronicle* and World Trade Center Atlanta.

Winners and finalists for the 2010 awards were revealed last night at a presentation and dinner celebration at the Georgia International Conference Center. “In the past decade, Crawford has focused on raising our profile and gaining business among multi-national organizations,” said President and Chief Executive Officer Jeffrey T. Bowman. “Our operations outside the United States have grown substantially, and thanks to our global relationships, we have been able to bring significant business to Georgia. We are very pleased that our efforts to develop international business have resulted in this recognition.”

As part of a global organization, Crawford adjusters have worked with claimants all over the world in such catastrophes as Haitian and Chilean earthquakes, Australian bush fires and flooding, Asian typhoons and North American hurricanes. Crawford’s clients include the world’s leading insurance carriers and corporations, and international operations have helped drive growth for the Company. In the first half of 2010, international sales made up 44 percent of revenue, up from 39 percent three years ago.

In addition to providing services outside the United States, Crawford serves overseas insurers that now operate in Georgia and other parts of the country. Crawford has established a claims center for a major British insurer in Atlanta and also recently contracted with three other insurers to provide claim services for new American operations.

Crawford’s international success helps support operations at its global headquarters in Atlanta, where more than 600 employees work in a variety of corporate and business unit functions, and in offices throughout

MORE

Page 2 . . . Crawford & Company named finalist for international trade award

Georgia. The Company estimates that it contributed significantly more than \$100 million to the Georgia state economy in 2009 through employee compensation and its own direct purchases of products and services.

About Crawford

Based in Atlanta, Ga., Crawford & Company (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with a global network of more than 700 locations in 63 countries. The Crawford System of Claims SolutionsSM offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.



###

For more information, contact:

Stephanie Zercher
404.300.1908 (office)
954.401.0230 (cell)
stephanie_zercher@us.crawco.com