



FOR IMMEDIATE RELEASE



Crawford & Company Spain SA Launches Broadspire and Crawford Global Technical ServicesSM Brands

ATLANTA and MADRID (Nov. 23, 2010) – Crawford & Company Spain SA recently introduced two brands to the Spanish marketplace:

- **Broadspire, by Crawford & Company**, for claims management and third party administration (TPA).
- **Crawford Global Technical Services (GTSSM)**, for major and complex losses claims handling.

Crawford Spain will keep the corporate Crawford brand for all other loss adjusting assignments.

This implementation is part of a wider branding process: Broadspire's services are already offered throughout Europe, while the GTS brand has a worldwide presence. Broadspire and GTS are both part of The Crawford System of Claims SolutionsSM – the most comprehensive, global, integrated solution for all corporate, insurer and re-insurer claims administration.

“It is about adapting our structure to the needs of the 21st century: in a market that is continuously changing, it is necessary to offer services that range from specialised loss adjusting services to consulting and business process outsourcing,” said Felipe Gangoiti, Crawford Spain country manager. “The Crawford System of Claims Solutions covers all those needs.”

Crawford Spain introduced the brand during a presentation held earlier this month in Madrid and attended by numerous members of the insurance and reinsurance sector, including brokers, risk managers and government entities.

Crawford Spain also launched a new website, www.crawford-spain.com, which is available in both English and Spanish and contains all the details regarding the Broadspire and GTS services.

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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.



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