



FOR IMMEDIATE RELEASE



Eduardo Kimsi Named General Manager of Crawford Operations in Mexico

ATLANTA (Dec. 6, 2010) – Crawford & Company (NYSE: CRDA; CRDB) has appointed insurance executive Eduardo Kimsi as its general manager for operations in Mexico.

Based in Mexico City, Kimsi will be responsible for Crawford's claim operations in the country. He also will focus on business development among reinsurers from the London market and with the Company's Global Technical ServicesSM group, which manages complex, high-value claims.

"Eduardo has experience with nearly every type of claim and with many major functions within the insurance industry, including loss adjusting, claim operations and marketing and business development," said Mauricio Alonso, senior vice president of Crawford & Company and regional managing director, Latin America. "In addition, he brings excellent relationships both in the region and in the London market with him to Crawford. We believe Eduardo will continue to provide current clients with outstanding service while at the same time helping us to grow in the Mexican market."

An expert in insurance and reinsurance program design, loss prevention and complex claim handling, Kimsi has served in a variety of management and executive roles with several loss adjusting companies and brokers in Mexico and London. Most recently, he adjusted a wide variety of claims and developed new business opportunities for a major international loss adjusting firm.

Kimsi began his loss adjusting career in 1995, gaining significant expertise in property, business interruption, liability, marine surveying and transportation claims, among others. He also has considerable experience with major losses and catastrophic events, adjusting claims after a number of hurricanes and other catastrophes.

Fluent in English and Spanish, Kimsi graduated from ISEC University in Mexico City with a bachelor's degree in business administration.

MORE

Page 2 . . . Eduardo Kimsi named general manager of Crawford operations in Mexico

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