



FOR IMMEDIATE RELEASE



Crawford Announces New Head of Global Technical Services in Asia Pacific

ATLANTA and SINGAPORE (Jan. 5, 2011) – Richard Martin, chief executive officer of Crawford & Company operations in the Asia Pacific region, and Mike Reeves, executive vice president of Global Markets and head of the Crawford Global Technical ServicesSM (GTSSM) Executive Council, today announced that Ian Baxter has been appointed regional director, GTS - Asia Pacific.

Baxter, whose appointment was effective Jan. 4, will be based in Singapore and brings to his new position more than 30 years of experience as a qualified loss adjuster and claims professional in a wide range of industries, including construction, hotels, department stores, office buildings and manufacturing.

He has extensive knowledge of the Asian marketplace, having lived and worked in the region for some 25 years, and has handled some of the region's largest losses, including major events in Guam, the Philippines and Indonesia. "We are delighted to have recruited someone of Ian's caliber and experience to this significant position within Crawford," Martin said.

As head of GTS in Asia Pacific, Baxter will join the GTS Executive Council, which sets the Company's strategy for this vitally important product line. "This appointment further evidences Crawford's continued commitment to the major and complex market segment in Asia Pacific," Reeves said.

GTS is Crawford's definitive solution for large, complex claims, providing the highest level of world-class talent in the industry's largest network to strategically manage losses around the globe.

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

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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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For more information or a photo of Ian Baxter, contact:

Stephanie Zercher

404.300.1908 (office)

954.401.0230 (cell)

stephanie_zercher@us.crawco.com