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Press Release

KMC On DemandSM, Advisory Committee Roll Out Property Technical Certification

ATLANTA (Jan. 17, 2011) – KMC On Demand, a leading provider of online education for insurance claims adjusters, and a key insurance industry advisory committee have released the first Property Technical Certification (PTC) course to the insurance industry.

PTC is designed to fill a gap in validation of expertise among property claims adjusters. The launch of PTC I - Elements of Property Loss follows the successful conclusion of a pilot program conducted during summer 2010. “The PTC pilot participants gave high marks to the content and relevance of the courses,” said Colm Keenan, vice president of knowledge management for KMC On Demand.

A Property Advisory Committee (PAC) made up of high-level professionals from insurance companies, independent adjusting companies and contractor networks worked together for more than two years to establish the PTC. The pilot program included an industry-wide collaboration on technical content.

“We are proud to be a partner in the effort to establish PTC,” said Jeffrey T. Bowman, president and chief executive officer of Crawford & Company, the world’s largest independent provider of claims management solutions. “Crawford is a longtime investor in adjuster training and education, and PTC is a positive move to further develop standards and professionalism in our industry.”

The PTC program (www.KMConDemand.com/ptc) provides:

- Online instruction and training in specific property technical knowledge, skills and competencies
- Evaluation of achievements that demonstrate knowledge
- Certificate and CE credits for 14 states awarded to participants who meet performance and proficiency goals.

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PTC II - Estimating Property Categories and PTC III - Estimating Peril Codes will be rolled out to the industry later in 2011.

About KMC On Demand

KMC On Demand is a unique platform that marries cutting-edge knowledge management technology with vetted and customized insurance courses and performance support information that adjusters can easily reference. KMC On Demand is part of Crawford Educational Services, a unit of Crawford & Company. To learn more, visit www.KMCONdemand.com.

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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For more information, contact:

Stephanie Zercher

404.300.1908 (office)

954.401.0230 (cell)

stephanie_zercher@us.crawco.com