



FOR IMMEDIATE RELEASE



Crawford & Company Italia s.r.l. Acquires Studio Bolton & Associati s.r.l.

ATLANTA and LONDON (Feb. 28, 2011) — Crawford & Company (NYSE: CRDA; CRDB) announced today that its acquisition of Studio Bolton & Associati s.r.l. has been successfully completed. Studio Bolton is a leading specialist liability adjusting and claims handling company, with more than 35 staff in two branches located in Rome and Milan, Italy. Its main focus is professional liability business, with a strong presence in the Lloyd's and London market.

Crawford & Company Italia is a subsidiary of Crawford & Company, the world's leading independent provider of claims management solutions. In Italy, the company is involved in handling claims in all insurance classes and is already a significant participant in the complex liability claims arena.

Mark Harman, CEO of Crawford in Continental Europe, noted: "The complementary skills and resources of the liability teams offer a very strong strategic fit, and will deliver a full-service offering to the Italian market and the Lloyd's market, creating a strong platform for future growth and development."

William J. Bolton, founder of Studio Bolton, will remain involved in a non-executive capacity during the transition period.

Paul Ogni, Country Manager of Crawford Italia, said: "The move evidences the continued commitment to further develop our liability claims capabilities and to reach across the international and domestic Italian markets to better serve our clients. We are working on development options for the business going forward, while our main focus will continue to stay on delivering excellent services to our clients."

About Crawford

Based in Atlanta, Ga., Crawford & Company (www.crawfordandcompany.com) is the world's largest

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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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