



FOR IMMEDIATE RELEASE



Emanuel Lauria Named EVP, Global Sales and Marketing, at Crawford

ATLANTA (July 23, 2012) — Emanuel V. Lauria has joined Crawford & Company (NYSE: CRDA; CRDB), the world's largest independent provider of [claims management solutions](#), to serve in the newly created position of executive vice president of sales and marketing for the global organization.

In this role, Lauria is responsible for driving Crawford's sales and marketing initiatives around the world to support the business's continuing growth and diversification of services. He will oversee the development of the Company's strategic sales and marketing plan and lead and manage sales, marketing communications and branding. He also will direct product development, including the rollout of new products and services.

Lauria, who is based in Atlanta, reports to President and Chief Executive Officer Jeffrey T. Bowman and is a member of Crawford's Global Executive Management team. Crawford's sales and marketing resources in its U.S. and international property and casualty operations, Global Markets team, Risk Sciences Group and Broadspire report to Lauria.

"An important part of Crawford's strategy for growth is taking full advantage of our capabilities around the world on behalf of clients and potential clients," Bowman said. "Coordinating strategies among our businesses to make the most of sales and marketing initiatives is key. With his 35 years of experience and accomplishment in the insurance industry, Manny is the right leader to help us realize our organization's potential and reach our sales goals."

As a managing director of Wells Fargo Insurance Services, Lauria most recently served as chairman of Wells Fargo Risk Management Solutions and was general manager of the company's Atlanta office. He previously served as global risk services director of the Eastern U.S. region and was a member of the corporate team that directed the integration of the Wachovia Insurances Services acquisition in 2009.

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Previously, Lauria held a wide variety of positions at Marsh Inc., the global insurance broker and provider of risk management services, during 22 years with the organization. He last served as G5 global business leader, creating, implementing and operating a global advice, transaction and service platform for more than 120 of the firm's largest and most complex multinational clients.

In that role, he developed numerous innovations, including global economic modeling, a client strategic business planning process and service improvements such as global benchmarking. He was appointed to the Marsh global leadership team and the executive committee for the Americas region.

Lauria began his tenure at Marsh as a risk management team and practice leader in a variety of disciplines before serving for 11 years as general manager of operations in the southeastern United States. His region was a leader in new business production, client retention, net operating income growth and profit margin.

A graduate of Villanova University, Villanova, Pa., with a bachelor's degree in economics, Lauria started his career as an underwriter, underwriting manager and casualty product line manager with several insurers before joining Marsh. He is a candidate for an executive doctorate in business at Georgia State University, for which he also is a member of the board of trustees of the Risk Management Foundation.

Lauria, a longtime Atlanta-area resident, has been active on a number of other local boards, including those of the Atlanta Symphony Orchestra, Metro Atlanta Chamber of Commerce and the Georgia Chamber of Commerce. He also served as vice chairman and on the executive cabinet of the United Way of Metro Atlanta, chairman of the Downtown Atlanta Campaign for the March of Dimes, and president of the parent board for Crossroads Christian School.

About Crawford

Based in Atlanta, Ga., [Crawford & Company](#) 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 an expansive global network serving clients in more than 70 countries. The Crawford System of Claims SolutionsSM offers comprehensive, integrated [claims services, business process outsourcing and consulting](#) services for major product lines



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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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