



FOR IMMEDIATE RELEASE



Crawford Announces Global Client Development

Enhanced function combines the strengths of Global Client & Business Development and Global Markets

ATLANTA (January 19, 2015) – Crawford & Company® announces the consolidation of its Global Client & Business Development (GCBD) and Global Markets (GM) groups into Global Client Development (GCD). Global Client Development will be led by Emanuel Lauria, chief client officer and executive vice president.

GCD will be responsible for the full suite of client-facing functions of both of its predecessor units. These functions encompass the implementation and management of the Company's strategic sales, marketing and knowledge management plans, including branding and new product development. Global Markets, with its strong market presence, will retain its structural identity within GCD, primarily focused on the strategic management of Crawford's multinational relationships with its major clients globally, and the delivery of a range of consulting services to leverage the Company's worldwide expertise in claims solutions.

Clive Nicholls, currently senior vice president, Global Markets, will now be responsible for all GCD operations in the Europe, Middle East, Africa/Asia-Pacific (EMEA/AP) region, including Lloyds and the London Market, reporting to Lauria. Additionally, Nicholls will have day-to-day operational responsibility for the ongoing Global Markets team.

Lauria noted that "Given the significant scale and complexity of our business platform, Clive's experience and knowledge of the global risk management and insurance sector will be invaluable to us as we continue to invest in and build cross-border solutions for our clients."

MORE

Page 2 . . . Crawford Launches Global Client Development

In further recognition of the Company's commitment to focusing on its clients, Benedict Burke, senior vice president, Global Markets, will head up a formal Strategic Relationship Management function, reporting to Lauria.

"This role builds upon Benedict's achievements with our GM team, and is driven by our desire to put our clients' interests at the heart of all that we do. This means listening closely and working harder to deepen our understanding of their priorities and business needs." said Lauria.

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 an expansive global network serving clients in more than 70 countries. The Crawford Solution™ 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



###

For more information, please contact:

John L'Abate, public relations manager

404.300.1908 (office)

404.226.2931 (cell)

jwlaba@us.crawco.com