



Press Release

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Annette Sanchez Joins Broadspire as Chief Marketing Officer

PLANTATION, Fla. (June 16, 2008) — Veteran sales and marketing executive Annette L. Sanchez will join Broadspire to serve as chief marketing officer of the organization, the company announced today. She will oversee claim service sales, medical sales and marketing for the \$320 million third party administrator, which offers workers' compensation, liability and medical management services to a national base of employers and insurers.

Sanchez has held a variety of executive positions in sales, product development and operations during her 25-year career in the insurance and TPA industry, which included a previous role with Crawford & Company, Broadspire's parent company, as executive vice president, risk management and managed care services. Under her leadership, sales organizations have produced strong revenue growth and award-winning marketing campaigns. "We are delighted that Annette has decided to join Broadspire," said Broadspire President Kenneth F. Martino Jr. "With her background and proven sales record, we expect our sales and marketing efforts to bear even more fruit in the future."

Sanchez joins Broadspire from Specialty Risk Services, where she was vice president of sales for the company's western division and responsible for large sales prospects nationally. She led an initiative to develop a sales training program for the company and helped build the company's integrated disability management product.

Her experience with other significant TPAs includes national business development responsibilities;

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leadership of national practice groups that focused on best practices, product development and vendor management; leadership of risk management, medical management and implementation operations groups; and strategic and operating plan development. Sanchez began her career as a workers' compensation claim examiner.

Sanchez is a frequent presenter at national and regional industry events. She has received The Hartford's Chairman's Award for Outstanding Achievement in Sales and was recognized as one of The Hartford Financial Services' Top Talent Executives.

About Broadspire

Broadspire, a leading third-party administrator to employers and insurance companies, offers a broad array of customized claim and medical management services designed to increase employee productivity and contain costs. Broadspire's services include workers' compensation, auto and general liability claims management; medical and field case management; integrated workers' compensation and disability management programs; and risk and safety consulting. Broadspire is based in Plantation, Fla., with 2,400 employees and a network of 61 offices throughout the United States. Broadspire is owned by Crawford & Company.

About Crawford

Based in Atlanta, Georgia, Crawford & Company (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to insurance companies and self-insured entities, with a global network of more than 700 locations in 63 countries. Major service lines include property and casualty claims management, warranty inspections, integrated claims and medical management for workers' compensation, legal settlement administration, including class action and bankruptcy claims administration, and risk management information services. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.

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