



Press Release

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Broadspire Names Two Industry Veterans to Key Executive Sales Positions

PLANTATION, Fla. (September 24, 2008) — Broadspire, a leading third-party administrator for employers and insurance companies, has appointed two business development executives with extensive insurance industry experience to head the company's casualty sales team. They are:

- Brian J. Gannon, who will serve as vice president of casualty sales for the western region, based in Southern California.
- Philip W. Finkle, who will serve as vice president of casualty sales for the eastern region, based in Atlanta, Ga.

“We are elated to have two individuals of Brian’s and Phil’s caliber join our sales team at Broadspire,” said Annette L. Sanchez, chief marketing officer for the company. “As we face the challenges of today’s soft insurance market, their knowledge of the industry and experience in claim and medical management services will help us continue to expand our business.” Gannon and Finkle will report to Sanchez.

Gannon comes to Broadspire with 15 years of experience in the insurance industry. He served as a sales executive at several leading third-party administrators, winning several sales awards, and most recently was vice president of business development for Cambridge Integrated Services Group. He began his career as a claim representative for The Travelers insurance company. Gannon has a bachelor’s degree in business administration from California State University at Northridge and an MBA from the University of Southern California.

Finkle has an 18-year career in the insurance industry, most recently serving as a sales executive for Specialty Risk Services, a third-party administrator, where he won a number of sales awards, including The Hartford Chairman’s Award. He also began his career as a claim representative for The Travelers,

where he also served as a risk management information consultant and regional marketing director. Finkle has a bachelor's degree in communications from California State University at Northridge.

Their appointments are the latest in a series of executive moves at Broadspire designed to further grow the organization and consolidate claim, client service, medical management and sales and marketing operations.

About Broadspire

Broadspire, a leading third-party administrator for 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 58 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 and related 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. 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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