



## *Press Release*

**FOR IMMEDIATE RELEASE**

**For more information contact:  
Stephanie Zercher at 404.300.1908  
stephanie\_zercher@us.crawco.com**

### **Crawford & Company Expands Its Broadspire Service Offering in the U.K.**

**ATLANTA (June 15, 2010)** —Crawford & Company (NYSE: CRDA; CRDB), the world’s largest independent provider of claims management solutions, is now offering its various healthcare and rehabilitation services in the United Kingdom under the Broadspire brand.

Broadspire, a leading third party administrator of workers compensation claims, liability claims and medical management services, was officially launched in the U.K. at last year’s AIRMIC Conference in Bournemouth, England. Crawford has been delivering a suite of healthcare solutions in the U.K. for the past 15 years. This comprehensive healthcare portfolio provides a continuum of care throughout the lifecycle of an injury or illness, including:

- Initial health consultation
- Absence management
- Occupational health management
- Physical/psychological treatment
- Vocational rehabilitation
- Medical rehabilitation
- Return to work services.

“Many markets across Europe are facing challenges as they respond to ageing populations, increased demand on state provision of healthcare services and the shift of responsibility towards the individual and employer,” said Kenneth F. Martino Jr., president and chief executive officer of Broadspire. “We are well positioned to provide international clients with additional access to our services and expertise under the

**MORE**

## **Page 2 . . . Crawford & Company expands its Broadspire service offering in the U.K.**

respected Broadspire name. This move further globalizes our brand and is another step in our evolution as the premier *international* TPA.”

### **About Broadspire**

Broadspire, a leading international third party administrator for large self-insured organizations, offers a broad array of customized claim and medical management services designed to increase employee productivity and contain costs. Broadspire's U.S. offering of workers compensation, auto and general liability claims administration, medical management and absence and care management, is available bundled or individually. In addition, Crawford provides liability, motor and property claims management services in Europe under the Broadspire brand. Broadspire is based in Atlanta, Ga., with a network of 85 locations throughout the United States ([www.choosebroadspire.com](http://www.choosebroadspire.com)) and Europe ([www.Broadspire.eu](http://www.Broadspire.eu)), including the United Kingdom ([www.BroadspireTPA.co.uk](http://www.BroadspireTPA.co.uk)).

### **About Crawford**

Based in Atlanta, Georgia, Crawford & Company ([www.crawfordandcompany.com](http://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 a global network of more than 700 locations in 63 countries. The Crawford System of Claims Solutions<sup>SM</sup> 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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