



Press Release

FOR IMMEDIATE RELEASE

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Broadspire Names Danielle Lisenbey SVP of Medical Management Services

PLANTATION, Fla. —Broadspire has appointed Danielle Lisenbey to serve as senior vice president of medical management services, reporting to President and CEO Dennis Replogle, effective Oct. 22. Lisenbey's responsibilities include medical bill review, telephonic case management, utilization management and field management services.

"Danielle has led exceptionally effective operations and has been a great contributor to Broadspire's overall success," said Replogle. "Above all, she is highly respected by her associates for her passion, compassion, drive and goal-oriented approach to her business. She is a wonderful team player, and we are fortunate to have her in this new role."

Before assuming her new role, Lisenbey was vice president of medical bill review. She has been with Broadspire since its inception, and previously was employed by Kemper, which formerly owned the units that make up Broadspire, for 16 years. During her tenure with Broadspire, Lisenbey has grown her operation from 45 to more than 180 employees. She earned her bachelor's degree from Western Illinois University.

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 2,800 employees and a network of 61 offices throughout the United States. Broadspire is owned by Crawford & Company.

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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 offices in 61 countries. Major service lines include property and casualty claims management, integrated claims and medical management for workers' compensation, legal settlement administration, including class action and warranty inspections, and risk management information services. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.

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