



## *Press Release*

**FOR IMMEDIATE RELEASE**

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### **Broadspire Announces Key Leadership Appointments**

**PLANTATION, Fla. (June 30, 2008)** — To further growth of the organization and consolidate and coordinate claim, client service and medical management operations, Broadspire has made several key executive appointments, effective July 1, as follows:

- Dennis Replogle, currently chief executive officer, becomes chairman of Broadspire.
- Kenneth F. Martino Jr., currently president of Broadspire, also will assume the responsibilities of chief executive officer, reporting to Replogle.
- Neil Lentine, currently senior vice president of client services, has been promoted to the newly created role of chief operating officer, claim and client services, reporting to Martino.
- Danielle Lisenbey, currently senior vice president of medical management, has been promoted to the newly created role of chief operating officer, medical services, reporting to Martino.

Martino became president of Broadspire in 2007. He has served in a variety of roles in the insurance and TPA industry for 28 years and has extensive knowledge and experience in TPA claim and medical operations, account management, product development, finance, benchmarking and risk management information systems (RMIS). “We are delighted to acknowledge Ken’s contribution to Broadspire with this promotion, and look forward to continuing strong leadership of the company from him,” said Jeffrey T. Bowman, president and chief executive officer of Crawford & Company, Broadspire’s parent.

#### **Broadspire creating new officer roles to consolidate operations, staff functions**

Broadspire is creating its new officer roles to better coordinate and consolidate its various operations, service offerings and staff functions, Martino explained. “Both Danielle and Neil bring a wealth of experience to their expanded roles, and we expect the quality of our services to become even stronger under their guidance,” he said.

As senior vice president of client services for Broadspire, Lentine has been responsible for developing client service management strategies and monitoring team member and client relationships. Under his leadership, Broadspire has experienced strong client retention that has met or exceeded its goals. Lentine joined Broadspire in 2000 after holding senior-level positions in claims and client services for Reliance National Insurance Company. Before that, he worked in claims management at AIG and Liberty Mutual. In addition to client services, Broadspire's claim and RMIS organizations will report to Lentine.

As senior vice president of medical management, Lisenbey has been responsible for the operations and profitability of Broadspire's medical bill review, utilization management, telephonic case management and field case management teams. Her career with the organization began in 1991 as an operations supervisor for the medical bill review unit. Lisenbey's steady increase in responsibility in that area peaked in 2006 when she was named vice president of medical bill review operations. Her success with bill review prompted the promotion to her current position one year later. In her expanded role, she also will assume responsibility for Broadspire's e-Triage, medical department and peer review services.

### **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](http://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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