



Press Release

FOR IMMEDIATE RELEASE

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Kenneth F. Martino Appointed Broadspire President

PLANTATION, Fla. —Broadspire has appointed Kenneth F. Martino Jr. president of the company, effective November 26. He will report to current President and Chief Executive Officer Dennis Replogle, who will continue in his role as CEO after Martino joins the company.

Martino most recently served as senior vice president of account management at Specialty Risk Services, a Hartford, Conn.-based third-party administrator. Before leading account management, he served first as senior vice president for product development and later as chief financial officer for SRS. He was instrumental in creating the company's benchmarking unit and in designing and implementing medical management, case management and medical bill review processes for the claims administrator.

Martino, who has been in the insurance and TPA industry for 27 years, also has extensive knowledge of risk management information systems (RMIS) gained in management and executive positions at the Travelers Insurance Company, where he led a team that developed and implemented the first carrier-based online RMIS.

“Ken has a wide-ranging background of demonstrated leadership in virtually all aspects of the insurance and TPA business,” Replogle said. “He has a track record of success in building and improving TPA operations while maintaining business focus, increasing productivity and improving financial results. I am looking forward to working with him to grow our claims and medical management businesses as we seek to further our reputation for quality and excellence in our industry.”

“As Broadspire enters its second year as a Crawford Company, we are delighted to have someone with

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Ken's experience and accomplishments taking a key role on the company's executive team," said Thomas W. Crawford, Crawford & Company president and chief executive officer. "Broadspire's performance has exceeded our expectations and we anticipate more of the same with Ken on board and Dennis continuing in his leadership of the company."

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.

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 63 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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