



Press Release

FOR IMMEDIATE RELEASE

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Crawford & Company's Broadspire Unit Continues Its European Expansion

ATLANTA (Oct. 7, 2009) - Crawford & Company's European third party administration services now will be offered under the brand name of Broadspire, a Crawford company, continuing the leading TPA's growth into the European market.

Crawford (NYSE: CRDA; CRDB), the world's largest independent provider of claims management solutions, announced this latest expansion of the Broadspire brand at the Federation of European Risk Management Associations (FERMA) conference held this week in Prague, Czech Republic. The Broadspire brand made its European debut in the United Kingdom in June.

"This exciting step continues to globalize the well-respected Broadspire name," said Jeffrey T. Bowman, president and chief executive officer of Crawford. "Broadspire is able to draw upon the wealth of TPA experience and knowledge within the wider Crawford group to provide clients with international access to unparalleled services and expertise."

In addition to further establishing Broadspire's global footprint, international clients will benefit from having a single source that administers an array of claims solutions. "Our European team shares Broadspire's company-wide commitment to delivering quality, consistency and outcomes and is dedicated to making sure Broadspire is recognized as the premier *international* TPA," Bowman said.

With a network of offices covering the United States and 25 countries across Europe, Broadspire

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offers local claims expertise and administrative services to both insurers and self-insured entities. In Europe, Broadspire provides a variety of liability, motor and property claims management services in addition to the company's traditional U.S. offering of workers' compensation, auto and general liability claims administration and associated medical management services.

About Crawford

Based in Atlanta, Ga., Crawford & Company (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 SolutionsSM 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.



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/motor and general liability claims management; employers', public and product liability claims management; medical and field case management; integrated workers' compensation and disability management programs; and risk and safety consulting. Broadspire, a Crawford company, is based in Atlanta, Ga., with more than 2,650 employees and a network of 85 locations throughout the United States (www.choosebroadspire.com) and Europe (www.Broadspire.eu), including the United Kingdom (www.BroadspireTPA.co.uk).

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