



Press Release

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Broadspire Names J.J. Schmidt Vice President of Medical Management Operations

ATLANTA (Oct. 7, 2009) — Broadspire, a Crawford Company and leading third party administrator of workers' compensation claims, liability claims and medical management services, has named J.J. Schmidt to serve in the new position of vice president of operations for medical management services.

Schmidt reports to Danielle Lisenbey, chief operating officer for medical services, and will be based in Broadspire's Plantation, Fla., medical management office. "J.J. has a wide range of experience in medical management operations, including expertise in such critical areas as medical bill review, preferred provider network management, case management and account implementation," Lisenbey said. "With his knowledge and skill, we expect to serve our clients even more effectively in the future."

Schmidt managed a number of strategic and programming functions at Broadspire and its predecessor for 16 years. After serving in operational and account management roles with another firm, he formed a consulting group in Fort Lauderdale, Fla., to advise insurance, third-party administrator and managed care clients on strategies relating to outsourcing and offshoring, process improvement and medical management.

His new responsibilities include operational and data reporting, network and vendor management, medical project management, and account management for clients who receive standalone medical management services. Broadspire is the industry's fourth-largest case management provider, earning

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\$102.2 million in revenues in 2008 for services provided to employers and others separate from the company's workers' compensation claims business.

Schmidt earned a bachelor of arts degree from The Catholic University of America, Washington, D.C., and a master's degree in business administration from St. Thomas University in Miami, Fla. He also received a graduate certificate in international business from St. Thomas.

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).

About Crawford

Based in Atlanta, Georgia, 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.



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