



## *Press Release*

**FOR IMMEDIATE RELEASE**

**For more information contact:  
Stephanie Zercher at 404.300.1908  
stephanie\_zercher@us.crawco.com**

### **Brenda Rarick Named Senior Vice President, Managing Director of Risk Sciences Group**

**ATLANTA (Jan. 7, 2010)** — Insurance industry executive Brenda Rarick has been named senior vice president, managing director of Risk Sciences Group (RSG), a leading provider of risk management information systems used to consolidate and evaluate risk data for the domestic and international market.

In her new role, Rarick, whose experience in the insurance industry spans 15 years, will be responsible for a continued, long-term risk management information system (RMIS) strategy that focuses on innovative technology, effective analytics and easy-to-use applications to help clients control their overall cost of risk. RSG delivers systems that provide the ability to track multi-coverage claims and enterprise-wide exposures to risks. For a company's risk manager, understanding and analyzing data is crucial in making decisions that can lower a risk profile and protect a company's bottom line.

RSG is a wholly owned subsidiary of Crawford & Company (NYSE: CRDA; CRDB), the world's largest independent provider of claims management solutions. Rarick will continue to work out of Atlanta and report directly to Kenneth Martino, president and chief executive officer of Broadspire. Broadspire is Crawford's workers compensation, general and auto liability, and medical management third party administrator (TPA).

With 20 years of management experience, Rarick has demonstrated strong leadership skills and the ability to significantly improve operations. "Brenda has a great capacity to find opportunities for efficiency and improved quality," said Martino. "With her vision, knowledge and skill, she will continue to raise the already high standard RSG has set for its clients."

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Rarick has served as a manager and executive in a variety of roles at Broadspire since 1995. Most recently, her work has focused on strategic planning, organizational development, process improvement and change management. She has led major initiatives both at the corporate level and within the medical management and medical bill review divisions of Broadspire.

Before joining Broadspire, Rarick spent five years in the banking industry in various supervisory and officer-level positions with financial institutions in Michigan and Illinois. She has a bachelor's degree in business administration, corporate finance from Western Michigan University.

As part of RSG's strategic plan to aggressively grow its business, Ken Ancona has assumed fulltime responsibility as national sales director. He will continue to work out of the Schaumburg, Ill., office and report to Annette Sanchez, Broadspire's chief marketing officer. "Ken's extensive market knowledge and sales experience will strongly position RSG for new growth opportunities," Martino said.

### **About Risk Sciences Group (RSG)**

Since 1978, RSG has been dedicated to delivering risk management information systems (RMIS) that provide the ability to track multi-coverage claims and enterprise-wide exposures to risks. Because effective risk management depends on a high degree of data integrity and quality, RSG maintains highly accurate and credible databases on behalf of each client. RSG's RMIS solutions, which include flexible business intelligence tools and expert account management, help risk managers accurately analyze pre- and post-loss trends to guide their business decisions. As a wholly owned subsidiary of Crawford & Company, RSG supports the Broadspire business unit with TPA RMIS solutions as well as an independent client base with advanced RMIS solutions.

### **About Broadspire**

Broadspire, a leading international third party administrator for large self-insured organizations, offers a broad array of customized claim and medical management services designed to increase employee productivity and contain costs. Broadspire's U.S. offering of workers compensation, auto and general liability claims administration, medical management and absence and care management, available bundled or individually, is complemented by liability, motor and property claims management services in Europe. 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](http://www.choosebroadspire.com)) and Europe ([www.Broadspire.eu](http://www.Broadspire.eu)), including the United Kingdom ([www.BroadspireTPA.co.uk](http://www.BroadspireTPA.co.uk)).

### **About Crawford**

Based in Atlanta, Ga., Crawford & Company ([www.crawfordandcompany.com](http://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 Solutions<sup>SM</sup> 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.

