



Press Release

FOR IMMEDIATE RELEASE

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Broadspire Welcomes Lisa Hale as Director of New Business

ATLANTA (March 16, 2010) — Broadspire, a Crawford Company and leading third party administrator of workers compensation claims, liability claims and medical management services, has named Lisa Hale to the position of director of new business for the Mid-Atlantic region.

Hale will be responsible for new business sales and building relationships within the risk management community. She has two decades of experience helping clients to find solutions that reduce claim costs. Hale has worked with a number of diverse large commercial and national clients developing workers compensation, auto, general liability and property claims programs.

Hale brings with her 11 years' experience as a senior claims consultant for The Graham Company, where she led a team responsible for identifying best practices associated with the delivery of value-added services. Before that, she held a senior claims consultant position with General Accident Insurance Company, providing direction to branch offices responsible for several national account claims in multiple jurisdictions across all coverage lines. Hale also holds Associate in Claims and Certified Insurance Counselor designations.

Based in New Jersey, Hale will report to Philip Finkle, vice president of new business development. "We are excited to have someone of Lisa's caliber join our team," said Finkle. "The experience she brings from the claim and brokerage perspectives will help her understand the goals of prospective clients."

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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) and Europe (www.Broadspire.eu), including the United Kingdom (www.BroadspireTPA.co.uk).

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.



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