



FOR IMMEDIATE RELEASE

Press Release

Broadspire Welcomes Tom Yodice as Vice President of Dedicated Accounts

ATLANTA (June 14, 2011) — Broadspire, a Crawford Company and leading third party administrator of workers compensation claims, liability claims and medical management services, has named Tom Yodice to the position of vice president of dedicated accounts.

Yodice will be responsible for the management of Broadspire's dedicated client services teams, as well as have matrix management responsibility for the Claim Field Operations teams responsible for dedicated accounts. In addition to his operational management responsibilities, Yodice will be working closely with the Sampo Japan Insurance Company of America and the Sampo Japanese Agency (SJA) teams to grow the companies' partnership and assist with new business opportunities.

Yodice began his risk management career with Sentry Insurance Company and then with AIG. He spent the last 23 years with Sampo Japan in New York City. He was instrumental in planning and re-developing Sampo's U.S. based claims operation, including the establishment of its unbundled claims and medical cost containment program and management information systems and assisting Sampo marketing representatives across the country with new business development. Yodice was also an executive board member of the Sampo Japan Claims Service and executive secretary of Sampo Fire & Marine Board of Directors.

Working from the Fairfield, N.J., service center, Yodice will report directly to Chief Operating Officer of Claims and Client Services Neil Lentine. "Tom will be a terrific addition to our management team," said Lentine. "He brings a great deal of expertise and a true understanding of our clients' needs." Yodice can be reached at Tom_Yodice@choosebroadspire.com.

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About Broadspire

Broadspire (www.choosebroadspire.com), a leading international third party administrator, provides risk management solutions designed to help clients improve their financial results. Broadspire offers casualty claim and medical management services to assist large organizations in achieving their unique goals, increasing employee productivity and reducing the cost of risk through professional expertise, technology and data analytics. As a Crawford Company, Broadspire is based in Atlanta, Ga., with 85 locations throughout the United States. Services are offered by Crawford & Company under the Broadspire brand in 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 an expansive global network serving clients in more than 70 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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