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Crawford & Company Ranks 36th on InformationWeek 500

Named on list for third consecutive year; also received insurance category honors

ATLANTA and MONARCH BEACH, Calif. (Sept. 14, 2011) – Crawford & Company (NYSE: CRDA; CRDB), the world’s largest independent provider of claims management solutions, has ranked 36th on this year’s InformationWeek 500, a list of the top technology innovators in the United States.

This marks the third year in a row Crawford has placed on the list, the second year it has been named in the top 100 and the highest placement for the Company to date. In addition, the Company was named an industry finalist in the insurance category for the first time.

The 2011 list of business technology innovators was revealed last night at a gala awards dinner during the InformationWeek 500 Conference at the St. Regis Monarch Beach, Dana Point, Calif.

“Placing in the InformationWeek 500 for the third consecutive year validates our commitment to innovation and our promise to execute on our strategic plan,” said Crawford President and Chief Executive Officer Jeffrey T. Bowman. “It shows that we are able to transform our vision to real-world solutions that better serve our clients. We are very pleased to be recognized once again by InformationWeek.”

Crawford outlined the development and achievements of the Company’s global systems roadmap in its InformationWeek 500 nomination. The roadmap unifies business intelligence, social networking, business process management and global data warehouse technologies into a standard global enterprise portal.

Among the projects successfully executed or underway include a global, cloud-based Enterprise 2.0 social networking program called “Crawford Innovates,” which allows employees to brainstorm solutions to challenges. Recent campaigns featured crowdsourcing employees for ideas for technology and process improvements for field adjusters that led in part to increased development of critical mobile tools for them. Crawford also is working on mobile applications to provide to customers so they can more easily assign

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claims to the Company.

“Crawford Innovates delivers ideas that are cultivated, developed and then delivered to the marketplace,” said Brian S. Flynn, Crawford’s global chief information officer. “I am proud of our employees for embracing our innovative programs with enthusiasm and are to be credited with this award.”

Other recent technology investments made by Crawford include various business intelligence initiatives, including performance analytics with dashboard reporting and predictive capabilities, and enhancements to key claims and risk information management systems that serve clients.

“For 23 years, the InformationWeek 500 has chronicled and honored the most innovative users of business technology,” said InformationWeek Editor In Chief Rob Preston. “In this day and age, however, being innovative isn’t enough. Companies and their IT organizations need to innovate faster than ever before to stay a step or two ahead of their customers, partners, and competitors. This year’s ranking placed special emphasis on those high-octane business technology innovators.”

InformationWeek identifies and honors the nation's most innovative users of information technology with its annual 500 listing, and also tracks the technology, strategies, investments and administrative practices of America’s best-known companies. Top winners have included: The Vanguard Group, CME Group, Conway, National Semiconductor, Kimberly-Clark, Hilton Hotels and Unum. The InformationWeek 500 rankings are unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders. Additional details on the InformationWeek 500 can be found online at www.informationweek.com/iw500/.

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



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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 InformationWeek Business Technology Network (<http://www.informationweek.com>)

The InformationWeek Business Technology Network provides IT executives with unique analysis and tools that parallel their work flow—from defining and framing objectives through to the evaluation and recommendation of solutions. Anchored by InformationWeek, the multimedia powerhouse that looks across the enterprise, the network scales across the most critical technology categories with online properties like DarkReading.com (security), NetworkComputing.com (networking and communications) and BYTE (consumer technology). The network also provides focused content for key IT targets, such as CIOs, developers, and SMBs via InformationWeek Global CIO, Dr. Dobb's and InformationWeek SMB, as well as vital vertical industries with InformationWeek Financial Services, Government and Healthcare sites. Content is at the nucleus of our information distribution strategy—IT professionals turn to our experts and communities to stay informed, get advice and research technologies to make strategic business decisions.

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