



FOR IMMEDIATE RELEASE



Crawford Appoints General Manager of its Global Business Service Center

ATLANTA (April 1, 2015) – Crawford & Company® (NYSE: CRDA; CRDB), the world’s largest independent provider of claims management solutions, has announced that Maria (Gigi) Necita B. Geronimo has been appointed general manager of the Company’s Global Business Service Center (GBSC) in Manila, Philippines. In this new position Geronimo manages operations for the GBSC, which provides global consolidation of certain business functions, shared services, and currently outsourced processes.

Geronimo reports to Vince Cole, executive vice president and chief executive officer, Property & Casualty – Americas and to Danielle Lisenbey, executive vice president and chief executive officer, Broadspire®. Broadspire is a Crawford unit and a leading third-party administrator of workers compensation claims, liability claims and medical management services.

“Gigi has deep experience overseeing service center operations for multi-nationals in the Philippines, and we believe she is an excellent manager for our Global Business Service Center,” said Cole. “As the GBSC expands in coming years we are confident that she will be an important contributor to its success.”

In September 2014, Crawford’s Broadspire unit began operations in the Crawford’s Global Business Services Center (GBSC) in Manila, and it is now servicing several areas of Broadspire claims and medical management operations. The Center is Crawford-owned and staffed by Crawford employees.

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Geronimo brings more than 20 years of experience in high volume service operations to her new role, including holding senior management positions with S.C. Johnson & Son, Inc.; Deltek Systems (Philippines), Inc., and Sunpower Corporation, N.A.

She received her master's degree in business administration from Monash University in Queensland, Australia and her bachelor's degree in biological sciences from the University of the Philippines.

Geronimo holds several professional certifications, including Global Shared Services Professional, Six Sigma Black Belt, certified RPG II and III programmer and certified COBOL programmer.

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 SolutionSM 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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