



## For Immediate Release

### **GMC Software Technology and InfoPrint Form Strategic Partnership Award Winning Team to Advance Transpromo Applications**

**March 3, 2009– Boston, Massachusetts and Appenzell, Switzerland**--GMC Software Technology, the standard in personalized communications and InfoPrint Solutions, a joint venture between IBM and Ricoh, today announced the formation of a strategic partnership by which InfoPrint will resell GMC PrintNet Communications Suite. In addition, the two award winning companies will advance the development and implementation of transpromo applications and personalized communications on a worldwide basis.

“The benefit to customers of our partnership with InfoPrint is already evident,” said Michael Watts, GMC’s President, North America. “Our highly successful transpromo campaign for Best Western International has resulted in an award for all three parties involved. We believe this is just an indication of the way our collaborative venture will advance the opportunities today’s digital technology offers.”

The companies will also receive Xplor International’s “Technology Application of the Year” award In Florida in March. The campaign, for the world’s largest hotel chain, led to an astounding 500% increase in applications for Best Western’s credit card (over the control group) and significant increases in hotel registrations and revenue.

Both GMC and InfoPrint will work together to share expertise, training and promote solutions and services for an integrated approach to building an effective customer communication strategy. This will include joint representation at exhibitions, industry events and other marketing activities as well as a shared approach to mutually beneficial sales opportunities.

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#### **GMC Software Technology**

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. [www.gmc.net](http://www.gmc.net).

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#### **GMC Worldwide**

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary,  
India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland,  
Taiwan, United Kingdom, USA and growing.

**GMC Software Technology**  
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