



For Immediate Release

GMC Software Technology Reports 35% Growth in 2007 **New market development, strategic partnerships and a growing international network of offices fuel growth**

February 1, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, has reported another highly successful year for 2007 with a 35% increase in revenue. Over the last 5 years, GMC has sustained over 30% growth annually.

“We are extremely pleased with our results for 2007,” stated CEO Dr. René Müller. “Although we invested heavily in expanding our sales and support network, strategic technology partnerships, and new market development, we were also able to exceed our revenue and profitability growth goals for the year. “With this solid operational base, in concert with a continued focus on product development initiatives that will break new ground for the management of personalized communications and marketing programs, we are confident that we will sustain our growth goals in 2008.”

“A major accomplishment for us in this past year was the growth and expansion of GMC sales in new market areas,” Dr. Müller continued. “We made significant inroads into the banking and insurance markets, more than tripling our account growth in these markets. Market development will continue to be a main focus for us this year, in all geographies.”

During 2007, GMC announced a series of important product technology enhancements and version releases for CRM publishing capabilities. These include advanced digital color management support, web-based interactive communications, transpromo, campaign management and multi-channel delivery. GMC also announced integration capabilities with leading content management, ERP and CRM providers. In April of 2007, the EDP (European Digital Press Association) voted GMC’s PrintNet software **Product of the Year** in the Variable Data Software category.

GMC established a new subsidiary operation in South America during 2007, and opened new sales and support offices in France, Mexico, Singapore, and Chile. GMC plans to continue its expansion of subsidiary and sales office operations throughout 2008.

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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In the course of the year, GMC also formed several new technology and marketing partnerships, including a partnership with MindFire, Inc. to provide an integrated approach for launching personalized marketing campaigns. Using GMC PrintNet personalized document design and composition software coupled with MindFire's web-based LookWho'sClicking® personalized URL software, companies can now quickly launch sophisticated marketing campaigns for better conversions of prospects, detailed response profiling and in-depth tracking of campaign results. GMC also joined Ricoh's Technology Alliance Program, working with Ricoh's Production Printing Business group (PPBG) to resell the PrintNet suite to the production printing market.

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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. Its 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. It serves thousands of users worldwide, many 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**.

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