



For Immediate Release

GMC Software Technology Reports 100% Profit Growth in First Half of 2008

Investments in R&D and Global Expansion Stimulate Success

August 19, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, *the* standard in personalized communication, has reported a highly successful first half of 2008 with an increase of 100% in profitability over the same period in 2007. In addition, GMC grew overall revenue by 35% from new software licenses and related professional services. A good part of the growth is coming from GMC's expansion in new territories.

"We are extremely pleased with our results for the first half of 2008," said Dr. René Müller, CEO. "We are closely tracking to our business plan which calls for \$100 million in revenues by the year 2010. In addition, despite concerns over the global economy, GMC's pipeline is very strong and doesn't appear to be impacted by it."

Continuously high R&D investments resulted in two new products that underwent an early preview at Drupa in May 2008. GMC PortalBuilder helps businesses and their service providers create complete web-based marketing centers for timesaving, web-enabled workflow automation while GMC Open Document Publisher (ODP) helps users collect, sort, merge and dispatch variable data documents according to business rules. Both products further GMC leadership position in the area of marketing automation in addition to personalization tools for transactional, transpromo, direct mail, customer correspondence and multi-media marketing campaigns.

"GMC PrintNet is rapidly becoming *the* standard software platform for transpromo applications for enterprise users in finance, insurance, retail and telecommunications sectors, as well as to outsource providers who serve clients in these sectors," Dr. Müller continued. "We have seen significant adoption in these key markets worldwide, where users are developing solutions that increase customer loyalty, drive response rates and create new business opportunities."

The GMC PrintNet platform continues to accumulate honors and recognition. In March 2008, Xplor International voted GMC PrintNet the Software Technology Application of the Year. Additionally, in April 2008, the European Digital Press Association (EDP) awarded GMC Best Special Application Software of the Year for WebProof and PrintNet Connect software.

GMC furthered their global expansion and with new sales offices and subsidiary operations in South America, India and Scandinavia during 2008. GMC plans to continue this pattern throughout 2008.

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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.

Media Contacts

USA

Mark Bonacorso
Media Ink.
520-825-0217
markb@mediaink.biz

UK

Amarylis Midgley
Bylines
+44 (0) 1526 353533
Amarylis@AmarylisMidgley.co.uk

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