



FOR IMMEDIATE RELEASE

GMC Software Technology Report 45% Growth in 2008 Productivity Enhancements and Transpromo Applications Contribute to Success

April 2, 2009– Boston, Massachusetts and Appenzell, Switzerland– Despite the current gloomy economic climate, GMC Software Technology reports outstanding results with a 45% year over year growth for 2008. The Swiss-based company says the two main contributors to its success in 2008 were productivity enhancements to its award-winning PrintNet suite of software and the global growth in transpromo applications.

“2008 was an exceptional year for GMC,” said Dr. René Müller,” CEO. “We saw a large increase in the number of large enterprise accounts and increased revenue from our professional services.

In 2008, GMC Software AG reached a top score of 99 out of 100 points in the Dun & Bradstreet rating.

New Products and Enhancements

PrintNet 5.3, the latest enhancement of the PrintNet Communication suite, makes it easier to repurpose content from spooled legacy print files. It also makes it simpler to electronically display any document that has been designed in PrintNet Designer and provides additional support for X-rite color spectrophotometers. New web tools and automation capabilities were also introduced in 2008.

Transpromo Campaigns

Over the last 12 months, GMC has seen an increased take-up of transpromo-based applications. Transpromo campaigns have shown dramatic increases in responses rates and in a number of cases, companies have reported increases in responses rates between 500% and 1000%. With a ROI of less than 6 months, transpromo is clearly the application of choice during difficult economic times.

“Our solutions are saving end-users both time and money,” continued Müller. “By repurposing legacy applications, our clients can focus on programs to encourage loyalty and at the same time have the fastest and most profitable impact on their bottom line.”

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About 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

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GMC Software Technology

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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.

GMC Software Technology continues to add to its tally of industry awards. Most recently, in March 2009, Xplor International awarded the company “Technology Application of the Year” for a second year in a row. In 2008, the European Digital Press Association (EDP) named GMC “Best Special Application Software of the Year.”

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