



FOR IMMEDIATE RELEASE

AGEMA Corporation Standardizes on GMC Software Technology Just Sixty Days After Italian Office Opening

May 12, 2010 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that AGEMA Corporation, an Italian marketing service provider, has standardized on GMC Software Technology software products just sixty days after the opening of GMC’s office in Milan, Italy. Subsequently, many of AGEMA’s enterprise customers in the financial services industry, can take reap the rewards available through the use of high-impact personalized communications, 1-to-1 marketing, transactional, multi-channel and TransPromo communications.

With roots that go back into the last century, AGEMA Corporation today provides a portfolio of visual communication services including publishing and printing, advertising, events and entertainment as well as web and video services.

“After a thorough evaluation of a number of competing products, we quickly realized that GMC Software Technology stood apart as the standard to which the industry should subscribe to,” said Ettore S. Marazzi, Chief Operation Officer of AGEMA Corporation. “GMC is also a company who understands our market quite well and has become a true partner with AGEMA.”

GMC’s software products provide both enterprise users and print service providers with a single source for an end-to-end solution that facilitates and streamlines multi-channel customer communications most often found through disparate products coming from multiple vendors. In addition, their products help businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs.

“We honored that after two short months, our new Italian office has been able to add such a prestigious organization as AGEMA to our growing customer base in Italy,” said Hansruedi Jorg, Vice President of European Operations at GMC Software Technology. “We anticipate addition traction in Italy given the increased demand for personalized communications and rise of digital color printing.”

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GMC Worldwide

Brazil, Canada, Chile, China, Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

GMC Software Technology

www.gmc.net



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 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. Unlike our competitors, we offer 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 combined transactional/marketing materials. www.gmc.net

GMC Software Technology continues to add to its tally of industry awards. Most recently, the company was recognized by Xerox naming GMC Software Technology 2009 Business Partner of the Year for its continued contribution to Xerox, its customers and the printing industry. Just prior, the ON DEMAND Conference & Exposition recognized the company with a Best of Show, Honorable Mention award in the Web-to-Print category and winner of the Most Innovative Use of Technology award for its PortalBuilder software solution. Also in 2010, the European Digital Press Association (EDP) awarded GMC PortalBuilder the Best Web-To-Print Software of the Year for 2010 and in March, Xplor International awarded the company “Innovator of the Year” and “Technology Application of the Year for a third year in a row. In 2007, the EDP named GMC PrintNet™ Best Variable Data Software and in 2008 and named GMC PrintNet Connect and WebProof “Best Special Application Software of the Year.”

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