



For Immediate Release

GMC Software Technology Launches Industry Blog

Industry Blog Discusses Transpromo and Personalized Communication

February 3, 2009 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced the launch of its new industry blog.

Located on the company's web site at www.gmc.net/blog, the blog provides a forum for visitors to interact with GMC executives' on a range of issues such as transpromo and personalized communications, the use of color, the role of technology in the industry and barriers to adopting personalized communications.

"The goal of our social media center and recent blog is to provide an interactive and two-way information channel to our prospects, customers and partners," said Bill Parker, Chief Marketing Officer at GMC Software Technology. We also wanted to provide an informal resource for the latest and most comprehensive information on best practices in the industry."

As part of GMC's social media center, announced in November of 2008, this latest addition to the company's web site augments the existing videos by industry experts that include product highlights, customer testimonials and corporate videos. In addition to GMC's own executives, the company's social media center features video discussions with Roger Gimbel, principal at Gimbel & Associates, Barb Pellow, group leader at InfoTrends and Cary Sherburne, senior editor and columnist at WhatTheyThink.com as well as others.

GMC's blog will also feature an RSS feed onto the new website, making it easier for prospects, clients and partners to stay current, with the ability to subscribe to the feed and automatically receive updates.

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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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