



## PRESS RELEASE

### **Cathedral Corporation Selects GMC PrintNet™ Software Provides a single tool for both transaction and direct mail applications**

**July 11, 2007 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the New Standard in personalized communications, today announced that Cathedral Corporation has selected GMC PrintNet software for the design and production of their financial statements and direct mail applications. Cathedral Corporation ([www.cathedralcorporation.com](http://www.cathedralcorporation.com)), a New York-based communications company and commercial printer, delivers personalized financial communication programs, direct mail campaigns, and other essential documents for over 5,000 business and non-profit organizations.

“PrintNet provides Cathedral with one solution for both transactional and direct mail applications, providing an easy to use solution for advanced data integration and handling, rapid development of client applications and universal output support. As a result, Cathedral can maintain its high service standards and deliver fast turnaround for customers,” said Dr. René Müller, CEO of GMC Software Technology.

Cathedral will initially use GMC’s PrintNet T Designer software with PostScript support. PrintNet will integrate with Cathedral’s existing workflow, and the software will be used to support three different lines of business, improving turnaround for all three.

Leveraging its expertise in eight industries, Cathedral Corporation focuses on targeted one-to-one print and electronic communication. Applications include financial statements, healthcare EOBs, tax forms, refund checks, fundraising campaigns, and admissions programs.

“Cathedral’s competitive advantage is customer intimacy,” said Marianne Gaige, president, Cathedral Corporation. “To us, this means fully understanding the needs of our customers, being adaptive and responsive to those needs, and then delivering with 100% quality. GMC PrintNet enhances our flexibility in meeting the changing needs and shifting priorities of our customers. At the same time PrintNet gives us the tools we need for change management, standardizing our processes, and, most importantly, constantly improving the quality of work we do for our customers.”

#### **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. 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](http://www.gmc.net).

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