



## For Immediate Release

### Software Business Bucks the Trend

**November 6, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software**

Technology, the standard in personalized communication, today announced that in the middle of the world's current financial crisis, the company has reported a D&B credit rating of 1A1 and a D&B score of 99 out of 100.

"This is outstanding in an industry where the average score is only 36," commented the Company's Chief Financial Officer, Andreas Scherrer.

The Swiss-based company has been growing steadily since it was founded 15 years ago and now has offices around the world. "We have retained our independence and maintained sustained growth year on year, ensuring that all expansion was based on a strong financial foundation," he continued. "We have set a target of reaching a turnover of \$100m by 2010 and even in the present climate we are confident this will still be achieved."

GMC Software Technology supplies personalization software for digital printing and multi-media correspondence for the direct mail, financial, utility, retail and telecommunication sectors. It is now largest independent software company in its sector. [www.gmc.net](http://www.gmc.net).

###

#### **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 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).

#### **GMC Worldwide**

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

#### **GMC Software Technology**

[www.gmc.net](http://www.gmc.net)

**Media Contacts:**

**USA**

Mark Bonacorso

Media Ink

520-825-0217

[markb@mediaink.biz](mailto:markb@mediaink.biz)

**UK**

Amarylis Midgley

Bylines

+44 (0) 1526 353533

[Amarylis@AmarylisMidgley.co.uk](mailto:Amarylis@AmarylisMidgley.co.uk)