



FOR IMMEDIATE RELEASE

GMC Software Technology Forms Referral Partnership and Integration Agreement with DirectSmile

May 4, 2010– Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced it has formed a referral partnership and integration agreement with DirectSmile, one of the leading suppliers of image personalization and cross media marketing software. As a result, both companies will recommend each others software solutions, giving enterprises, print service providers and direct mail agencies the ability to generate personalized images and output in one data stream.

“When it comes to transactional printing, GMC has always been the measure of all things. We are proud that now the market leaders in transactional output and image personalization are working together,” said Axel Marciniak, Managing Director of DirectSmile. “Our products are a great match and we share the same philosophy of selling best quality software solutions.”

“The combination of DirectSmile and GMC will enable end-users to tap a highly-scalable solution that can be delivered via print, email, the Web and mobile phones,” said Bill Parker, CMO at GMC Software Technology. “In addition, the partnership will expose image personalization to new markets including transactional and TransPromo, providing customers in those markets with an integrated solution for high-volume image personalization and multi-channel output.

GMC Software Technology’s products enable the rapid creation, management and production of complex personalized documents for TransPromo, direct marketing, on-demand publishing, customer communication and transactional applications. GMC ‘s customers include international banks and financial institutions, utilities, direct mail houses, insurance companies and print service providers around the globe. Despite global economic conditions, GMC has continued to thrive and expand as an established leader in personalized communications.

GMC Software Technology will demonstrate the company’s integrated solutions at IPEX, May 18-25, 2010, stand number 11-C221. For DirectSmile products visit stand number 12-B110 at IPEX.

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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. Our award-winning 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

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



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, the company was recognized by the ON DEMAND Conference & Exposition 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.”

About DirectSmile

DirectSmile is the inventor of image personalization and one of the leading suppliers of software for variable data printing and cross-media marketing. DirectSmile award-winning solutions allow users to implement sophisticated personalization tasks with ease, efficiency and smooth workflows and leverage the power of one-to-one-communications across all media.

DirectSmile solutions are designed for true mass-personalization, allowing million-volume database-driven communication both in print and digital media with the ability to track detailed campaign feedback. For printers, designers and agencies, using DirectSmile opens up new profitable fields of business ranging from selling high-value image personalized print products to the end-customer and producing high-impact customized direct mailings to creating personalized response-tracking websites and establishing web-to-print portals.

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