



For Immediate Release

PrintNet Proves Its Popularity at The Hunkeler Innovation Days

February 26, 2009– Boston, Massachusetts and Appenzell, Switzerland--GMC Software Technology, the standard in personalized communications, recently proved its popularity at the recent Hunkeler Innovation Days dominating the European digital printing event with transpromo document applications using its award-winning PrintNet™ software.

At the Hunkeler Innovations Days, held in Lucerne, Switzerland from February 16th-19th, 2009 no fewer than six leading manufacturers of high performance digital printers (Canon, Kodak, Océ, InfoPrint Solutions, Xeikon and Xerox) used GMC's PrintNet Communications Suite to demonstrate typical transpromo correspondence where promotions, printed in color, are added to letters and statements. Examples ranged from car leasing and frequent flyer confirmations to bank statements and other financial communications.

More than, 4,000 visitors were able to see how the GMC products makes the design and management of highly complex documents and their preparation to print, an easier and faster process and enables personalized information to be used in integrated, multi-media marketing campaigns.

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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 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.

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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

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