



For Immediate Release

GMC Software Technology to Exhibit Integrated, Multi-Channel Marketing Software Solution at IDMF

March 29, 2008 – London, England and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that it will demonstrate its latest software technology for design, development and delivery of multi-channel marketing campaigns on its stand W625 at IDMF.

The company's PrinNet suite of software can be used to deliver highly targeted personalized messages via print, email, text or through the web - including personalized URLs – either individually or as fully integrated marketing solutions.

Because it is platform-independent, PrintNet provides a 'design once output anywhere' environment with special features — including advanced color management and storefront integration — to meet the needs of today's sophisticated marketing requirements..

Rather than relying on specialist IT staff to interpret and program design and layout, GMC's software offers a user friendly environment that enables marketing and design personnel with general computer skills to be interactively involved at every stage of the document design process, with layouts tested on screen and proofed via the web. PrintNet also offers seamless integration for Quark, InDesign, PDF, EPS and MS Word formats.

GMC software is widely used by enterprise organizations, direct mail marketing and print service providers such as 4DM, the largest independent direct mail business in the UK; Oniya Shapira in Israel, one of the world's biggest color digital print sites; Mega Calibre, one of India's leading marketing service providers; and Rastar Inc. of Salt Lake City, a major US database marketing company. Customers report improved turnaround times of up to 400% and an average ROI of 6-12 months.

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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

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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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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