



FOR IMMEDIATE RELEASE

GMC Software Technology Continues Market Expansion with New Office in India

June 30, 2009–Boston, Massachusetts and Appenzell, Switzerland–GMC Software Technology, the standard in personalized communication, today announced continued market expansion with a new office in India. The office, located in Mumbai, will service the India and SAARC markets and will be an active participant in the upcoming IPEX South Asia, October 24 - October 27, 2009, also in Mumbai, India. Its opening is in response to the increasing global demand for GMC's products and services in the direct mail, financial, marketing and transactional printing sectors.

The new office is under the direction of Country Manager Pankaj Adarsh who reports directly to Hansruedi Jorg, Vice President of European Operations at GMC Software Technology. Adarsh has over 17 years of experience in the IT industry encompassing sales and product management. He has worked and lived in India, the Middle East and Singapore and completed his graduation in Electrical Engineering from G B Pant University in Pantnagar, India. He has also worked in organizations that include as Tata Consultancy Services (TCS), 01 Systems (Bahrain), NetScout Systems (Singapore), Symantec (VERITAS) and EMC prior to joining GMC Software Technology.

"We are witnessing demand for variable-data solutions from print service providers who are responding to the needs of their corporate clients who are quickly moving towards personalized communications and digital printing, which is on the rise," commented Jorg. "In addition, we are seeing a strong migration away from smaller 'home-grown' applications towards solutions that enable the composition, management and workflow for a wide variety of variable data print needs."

The Indian office will be responsible for all marketing, support and partner activities throughout the region as well as offering GMC's entire PrintNet™ product line for developing and managing high-impact personalized communications including 1-to-1 marketing, transactional and TransPromo solutions. In addition, the office will take a pivotal role in generating awareness for GMC Software Technology, evangelize personalized communications and drive demand with print service providers in the region.

In April, 2009, GMC reported outstanding financial results with a 45% year over year growth for 2008. The Swiss-based company cited two main contributors to its success in 2008--productivity enhancements to its award-winning PrintNet suite of software and the global growth in TransPromo applications.

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GMC Worldwide

Brazil, Canada, Chile, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

GMC Software Technology

www.gmc.net



About 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.

GMC Software Technology continues to add to its tally of industry awards. Most recently, in March 2009, Xplor International awarded the company “Technology Application of the Year” for a second year in a row. In 2008, the European Digital Press Association (EDP) named GMC “Best Special Application Software of the Year.”

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