



For Immediate Release

GMC Software Technology Joins InterACT! Conference as Platinum Sponsor

April 14, 2010--Weymouth, MA & Philadelphia, PA, Boston, Massachusetts and Appenzell, Switzerland--InfoTrends and North American Publishing Company (NAPCO), organizers of the InterACT! Conference, announced today that GMC Software Technology has signed as a Platinum Sponsor. InterACT! is an educational forum for marketers, brand owners and service providers on cross-media direct marketing opportunities and strategies. The event is scheduled for August 10-11, 2010 at the Crowne Plaza Chicago O'Hare in Rosemont, IL.

"To survive in 2010 and beyond, print service providers will need to focus on innovative techniques to blend print with new media," commented Barb Pellow, Group Director at InfoTrends. "GMC Software Technology offers end-to-end software solutions for designing, composing and producing personalized print and electronic customer communications. We are please to have them on board as a Platinum Sponsor."

"Relationship building should be your businesses' number one priority and the key to building solid customer relationships is **interacting** with them, when, where, and how they want to. It doesn't have to be difficult or expensive, but it will make all the difference in the world when it comes to nurturing your customer relationships" commented Bill Parker, Chief Marketing Officer at GMC Software Technology. "Our mission at GMC is to enable companies to communicate more effectively, to more people, in a way that's more responsive to customers' needs and to bottom-line performance. We are looking forward to sharing our insights with the InterACT! audience."

About InterACT!

InterACT! is an educational forum for marketers, brand owners and service providers on cross-media direct marketing opportunities and strategies. It is the first event to demonstrate how to integrate print, online, mobile and social media to deliver interactive marketing campaigns that drive business results.

Sponsorship

A limited number of sponsorship opportunities are available to qualified companies. If you want to demonstrate your leadership in this emerging market segment, drive business growth, and create new partnerships, contact us today to learn how your company can participate. For information on exhibit and sponsorship opportunities, please contact:

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For more information on the event, visit www.interactconference.net.

About InfoTrends

InfoTrends is the leading worldwide strategic consulting firm for the digital printing, publishing and cross media marketing industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.

About North American Publishing Company

Founded in 1958, North American Publishing Company (NAPCO) is a family-owned business with publications, face-to-face and virtual trade shows, educational and online services covering multiple markets: direct marketing, publishing, retail, e-commerce, graphic arts, promotional products, consumer electronics, packaging, and more. Additional information about NAPCO is available on the Web at www.napco.com

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 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 European Digital Press Association (EDP) has 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 and Xplor International awarded 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.”

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