



FOR IMMEDIATE RELEASE

GMC Software Technology Expands Global Presence with New Office in Italy

January 27, 2010—Boston, Massachusetts and Appenzell, Switzerland—GMC Software Technology, the standard in personalized communication, today announced an expanded global presence with a new office in Italy. The office, located in Milan, will service the Italian market where GMC already has a number of print service provider and enterprise customers, in addition to response to the increasing 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 Riccardo Babbini, who has held both sales and management positions with EMC, Oracle and Sun Microsystems as well as the Managing Director for Cryptomathic in Southern Europe prior to joining GMC Software Technology. Babbini has an engineering degree from Politecnico University of Torino and a master of sciences degree in IT-Security from Minneapolis, Minnesota.

"Our customer base in Italy has continued grow over recent years and includes some of the largest print service providers in the country," said Hansruedi Jorg, Vice President of European Operations at GMC Software Technology. "Given the increased demand for personalized communications and rise of digital color printing, it was only natural that we established a formal presence here."

The Italian office will be responsible for all marketing, support and partner activities throughout the region as well as providing prospects and customers with access to GMC's entire product line for developing and managing high-impact personalized communications, 1-to-1 marketing, transactional, multi-channel and TransPromo communications. 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 and enterprise customers in the region.

GMC has over 300 employees, over 45 offices worldwide and with the exception of Antarctica, conducts business on every continent around the globe.

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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

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GMC Software Technology

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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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