



Online Digital Printing Made Easier with GMC PrintNet

December 1, 2009—Leicester UK, Boston, Massachusetts and Appenzell, Switzerland--MBA Group, one of the UK's leading print service providers, is to install GMC Software Technology's suite of PrintNet™ software to enhance its service for the print and production of high volume, personalized transactional and TransPromo documents.

The company, whose clients include London Underground and American Express, plan to use GMC's software to offer innovative new features for their clients while at the same time keeping costs down.

"GMC provides a solution which will sit alongside our existing personalization software, giving our clients a variety of options for their print campaigns," said Bachar Aintaoui, Chairman, MBA Group, "GMC's products and services met all our stringent criteria."

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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 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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