



For Immediate Release

Mega Calibre Solidifies Direct Marketing Services Leadership with PrintNet Software from GMC Software Technology

Mega Calibre customers benefit from personalized direct marketing and multilingual capabilities for 600% increase in response rates

February 5, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that Mega Calibre, one of India's most important marketing services providers, is using GMC PrintNet software to achieve dramatic improvements in the personalization and campaign management services it offers its customers.

Established in 1993, Mega Calibre supplies end-to-end services for the banking, finance, telecom and insurance sectors for direct mail, statements, corporate compliance documents and other personalized correspondence. "Our focus is on producing highly targeted, high value direct marketing and other communications. We wanted the ability to quickly develop new applications with high impact color variable printing as well improve ROI for our customers," stated Mr. Swanjiiv Swarup, Marketing and Finance Director for Mega Calibre. "We also wanted a single operating platform for addressing multiple output types – print and electronic. GMC PrintNet Designer software is enabling us to achieve all this, and much more."

"GMC PrintNet has taken our software/application development capabilities to a new level, where we can bid for new accounts with confidence," Mr. Swarup continued. PrintNet Designer has also enabled Mega Calibre to benefit from the growing transpromo market, where diverse personalized promotional messages, usually using color, can be added to routine documentation according to pre-set rules. "PrintNet has made it possible for us to handle the most advanced transpromo concepts, enabling us to convert cost centers into profit centers for our customers," Mr. Swarup added.

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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. Its 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. It serves thousands of users worldwide, many 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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