



For Immediate Release

GMC Software Technology Launches Newslounge

May 14, 2009—Boston, Massachusetts; Leicester, UK and Appenzell, Switzerland--GMC Software Technology, the standard in personalized communication, today announced Newslounge, an new easy-to-access online information service from GMC Software Technology to help anyone involved in TransPromo, personalized communication and associated marketing activities to keep up to date with the latest industry technologies, trends and ideas.

Drawing on the experience of leading industry professionals, from printer manufacturers and marketing businesses to communication experts, Newslounge uses short five minute interviews to air a range of topics and invite feedback.

“This is about making the most of new media and taking advantage of the acceptance of video as an industry-wide resource,” explained GMC’s Chief Marketing Officer, Bill Parker. “It’s a way of sharing the latest industry knowledge and best practice in an interesting, immediate and visual format.”

New topics will be added about every two weeks and users have the option of downloading the interviews as podcasts to listen to later or keep for reference. The initial interview is with GMC’s CEO Dr René Müller. The service will also run side by side with GMC recently launched industry blog.

“We will use the feedback from Newslounge to guide its future development,” Bill added. “We want visitors to the Newslounge to find it truly informative and interesting enough to add it to their favored list, and we expect to learn from it ourselves too.”

Other planned topics coming up are “Expanding Markets with TransPromo: and “Automation Boosts Efficiency and Lowers Costs”.

To visit the GMC Newslounge go to: www.gmc.net/newslounge.

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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. 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

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Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing.

GMC Software Technology
www.gmc.net

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.

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