



For Immediate Release

GMC Software Technology Wins ON DEMAND Best of Show Honorable Mention Award

GMC PortalBuilder Awarded in Web-to-Print Solutions Category

PHILADELPHIA, PA April 21, 2010, Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that the company has been recognized at this year's ON DEMAND Conference & Exposition with a Best of Show Honorable Mention award in the Web-to-Print category for its recently launched PortalBuilder software solution. PortalBuilder won for its ability to simplify the process and open the door for print service providers and enterprises to implement efficient, web-enabled storefronts for the creation, ordering, management and printing of personalized variable data communications.

InfoTrends, a leading market research and consulting firm in the digital imaging and document solutions industry, partnered with the ON DEMAND Conference & Exposition to produce the awards program. ON DEMAND, the digital printing & automated production event, is the largest conference and exposition dedicated to the technologies that personalize, manage, print, and deliver content.

"2010 is developing into a stellar year for GMC and for our latest PortalBuilder software solution," said Dr. René Müller, CEO of GMC Software Technology. "In addition to three awards in just four months, PortalBuilder has seen significant customer adoption worldwide."

Launched in September of 2009, GMC PortalBuilder simplifies the process and opens the door for print service providers and direct mailing organizations to implement efficient, web-enabled storefronts for the creation, ordering, management and printing of personalized variable data documents and integrated, personalized multi-channel campaigns. End-users gain more flexibility and faster results by having easier access to all the variable components they need and users can enjoy centralized brand management and messaging as well as cost control with decentralized creation, order entry and output. PortalBuilder is also a business enabler allowing print service providers to drive digital print volumes and enterprises to manage off-contract print spend.

"This award is meant to recognize exceptional innovation in the digital printing industry," stated Jeff Hayes, President, InfoTrends. "GMC Software Technology is one of the leaders in our industry and we are pleased to acknowledge their accomplishments."

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,

GMC Worldwide

Brazil, Canada, Chile, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

GMC Software Technology

www.gmc.net

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 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.”

ON DEMAND Conference & Exposition

ON DEMAND, the digital printing & automated production event, is the largest conference and exposition dedicated to the technologies that personalize, manage, print, and deliver content. For 15 years, print-for-profit, in-plant printers, marketing and communications professionals, operations and production managers, IT specialists, and corporate executives have gathered to see the latest solutions and better understand the convergence of communications, digital information, and printing so they can communicate effectively and economically. For more information, visit www.ondemandexpo.com

About InfoTrends

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. For more information, visit www.infotrends.com.

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Media Contacts:

USA

Mark Bonacorso
Media Ink
520-825-0217
markb@mediaink.biz

UK

Amarylis Midgley
Bylines
+44 (0) 1526 353533
Amarylis@AmarylisMidgley.co.uk

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