



For Immediate Release

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

March 4, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced it has received ON DEMAND's Best of Show Honorable Mention award in the Document Creation category. PrintNet™ Designer 5.2 won for its ease of use, extensive platform and protocol support as well as its ability to integrate into existing production environments. Conference organizers announced the winners during a press conference on Tuesday March 4 at 3:30 PM on the ON DEMAND show floor at the Boston Convention Center.

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. The ON DEMAND Conference & Exposition is the world's leading digital printing conference and exposition, encompassing all of the technologies that are used to create, manage, personalize, print and deliver content.

With a classic desktop publishing look and feel, PrintNet Designer provides advanced design and data handling to create attractive, colorful and personalized documents. For designers, it supports traditional platforms and tools such as Mac OS X, Quark and Adobe InDesign. For IT professionals, PrintNet Designer integrates with standard production platforms, manages input from multiple sources and handles output in any volume and in multiple formats. With a highly intuitive GUI interface, WYSIWYG layout and proofing tools, users see exactly what is going to be printed. In addition, automated management of forms, images and fonts as well as dynamic table generation and workflow wizards simplify the most complex projects. Powerful features for imposition and booklet production capably handle multi-page bound documents including policies and prospectuses.

"We are pleased to be receiving this award from ON DEMAND and our second this week in Boston," said Dr. René Müller, CEO of GMC Software Technology. "This acknowledgment by the event organizers underscores our dedication to our customers in providing them with the best solutions for implementing high impact personalized communications without the complexity associated with other solutions."

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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 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 Worldwide

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

ON DEMAND Conference & Exposition

The ON DEMAND Conference & Exposition (www.ondemandexpo.com) is the world's leading digital printing conference and exposition, encompassing all the technologies used to create, manage, personalize, print and deliver content. It's about more than print on demand technology, management and strategy; it's insight into the future of the printing industry by experts who have been at the forefront of the printing business for many years.

About InfoTrends

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. InfoTrends provides research, analysis, forecasts and advice to help clients understand market trends, identify opportunities and develop strategies to grow their businesses.

About Questex Media Group, Inc.

Questex Media Group, Inc. is a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. Questex serves multiple industries including technology, beauty, spa, travel, hospitality, leisure, home entertainment, industrial and service industries through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. The company's media properties include over 100 print and digital media publications, 45 conferences, tradeshow and events, as well as a range of research, data and information products. The company's businesses are managed through operating companies including Questex Media Group; InfoTrends, Inc., Imaging Networks and; McLean Events International, Ltd, a world-leading producer of appointment-based events. The company's combined operations include more than 400 employees in offices throughout North America, South America, Asia and Europe.

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