



For Immediate Release

GMC Software Technology Sponsors ON DEMAND Russia

July 30, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that the company has become a Gold Sponsor for the ON DEMAND Russia Conference & Exhibition in November 2008.

ON DEMAND Russia will focus on digital printing technologies including printing equipment, workflow software, direct-to-plate, and wide format printing. It takes place on November 18-21, 2008 at the Sokolniki Culture and Exhibition Center in Moscow and provides the opportunity for manufacturers, distributors, and service providers to meet and inform potential users about the benefits digital technologies provide.

GMC's PrintNet software is used by businesses worldwide to manage and produce personalized multi-media communications from print to electronic communications. "Eastern Europe is a huge growth area for personalization technology and we're excited to be part of Russia's first major event dedicated to this sector," said Hansruedi Jörg, VP European Operations. "We will be showing examples from every continent and many different industry sectors."

From its origins in Switzerland, GMC has become a truly international operation with offices around the world. Hansruedi added that Eastern Europe is one of several regions in which the company is currently experiencing sustained growth, so the On Demand Russia event is the ideal place for GMC to showcase it's solutions.

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GMC Software Technology
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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.

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