



For Immediate Release

GMC Software Technology Announces Key Promotion

Patrick Riesch Named General Manager for Effretikon Office

January 21, 2010—Boston, Massachusetts and Appenzell, Switzerland-- GMC Software Technology, the standard in personalized communication, today announced the promotion of Patrick Riesch to General Manager of the Effretikon office in Switzerland. Riesch joined GMC Software in February of 2009 as Manager of the office's professional services organization and as of January 2010 will assume the role as General Manager overseeing sales, support and professional services functions.

"After less than one year, Patrick has demonstrated his abilities to both lead and manage," said [Hansruedi Joerg](#), Vice President of European Operations at GMC Software Technology. He is well suited to assume his new role and responsibilities and we are looking forward to having him head up the Effretikon office."

Riesch spent almost 15 years in the electronic document industry. Following university, he spent a number of years with Xeikon and in 1999 joined Xerox, first as a Presales Consultant for color products and in 2002, as a Manager of Sales and Marketing. Patrick Riesch has a degree in Polygraphic Engineering as well executive Master's Degree in International Marketing.

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About 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 Software Technology continues to add to its tally of industry awards. Most recently, in March 2009, Xplor International awarded the company "Technology Application of the Year" for a second year in a row. In 2008, the European Digital Press Association (EDP) named GMC "Best Special Application Software of the Year."

GMC Software Technology is a registered trademark; the GMC logo and PrintNet are trademarks of GMC Software AG.

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