



For Immediate Release

Rastar Selects GMC Software Technology to Support Complex, Personalized Direct Marketing Campaigns

January 14, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that Rastar, Inc. has selected GMC PrintNet as their design and variable data software platform for their direct mail campaigns. Based in Salt Lake City, Utah, Rastar is a database marketing company that helps client companies acquire and retain high-value customers by using sophisticated, data-driven solutions that generate measurable, repeatable results and maximize customer value.

Rastar owns and operates studio, print, mail and production facilities that fully support all facets of client programs. They serve many of the best-known companies in the automotive, consumer goods, education, financial services and real estate industries, producing complex, highly personalized direct marketing campaigns that total in excess of 75 million color variable pieces annually.

“After evaluating the leading software tools in the marketplace, we selected GMC PrintNet because it gives us the ability to easily design and maintain increasingly sophisticated personalized, variable-data direct marketing campaigns,” said Rob Drage, director of research and development at Rastar. “Other deciding factors are the ability to use our existing PDF and XML file formats, without the need to go back into the redesign phase, as well as advanced color management support that enables us to take full advantage of our high-speed HP Indigo color digital printing equipment.”

“We are very pleased that Rastar selected GMC PrintNet as their primary platform for designing and managing their customers’ direct mail campaigns,” said Stephen Graziani, president of GMC United States. “We are confident that Rastar can fully take advantage of PrintNet’s ability to offer their customers more sophisticated direct mail programs that drive satisfaction, loyalty and new customer acquisitions.”

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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

Media Contacts

Hal Morrow
GMC Software Technology
Phone: 603-425-5152
h.morrow@gmc.net

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

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