



FOR IMMEDIATE RELEASE

GMC Software Technology Sponsors Key East European Digital Printing Event ON DEMAND Russia - October 27th – November 3rd

July 7, 2009– Boston, Massachusetts and Appenzell, Switzerland--GMC Software Technology, the standard in personalized communication, has signed up as a Gold Sponsor and exhibitor at the ON DEMAND Russia Conference and Exhibition in Moscow in October.

Held for the first time in the autumn of 2008, ON DEMAND Russia has quickly become established as a key event for digital printing in Eastern Europe. It was the first event in Russia to focus on print-on-demand technologies, including digital printing equipment, digital workflow, digital direct-to-plate, and wide format printing.

Hosted by leading consultants for the international digital imaging and document solutions industry, InfoTrends and ATPC (The American Technology Print Center), ON DEMAND is aimed at manufacturers, print providers, corporate executives, managers and distributors of digital printing products and services. The 2008 show attracted 2,000 visitors and over 250 participants in the educational conference program, demonstrating growing interest in on demand solutions in the region

“Today’s on demand technology has fundamentally changed the traditional printing industry,” commented Bill Parker, Chief Marketing Officer at GMC Software Technology. “ Eastern Europe companies have seen how companies around the world have been profiting from digital print and are embracing the latest technologies and techniques. We have been increasingly aware of the growing interest there, especially since the event last year, so we didn’t hesitate in taking the opportunity to become a Gold Sponsor for ON DEMAND Russia 2009. There’s no substitute for meeting people face to face. ”

GMC’s PrintNet software suite is an easy to implement, end-to-end software solution providing full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications.

The company has quickly become an international authority in the design and production of TransPromo communications - the use of transactional documents to carry highly personalized marketing and sales messages

“We are very pleased to welcome back GMC Software Technology as an exhibitor and sponsor for the 2nd annual ON DEMAND Russia Conference and Exhibition,” commented Charles Pesko, Executive Vice President, InfoTrends/Questex. “In these challenging economic times, companies are looking at how they can reduce costs and increase profits. GMC’s technology helps businesses to do that”.

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GMC Software Technology

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ON DEMAND Russia will take place October 27 – November 3, 2009 in conjunction with PolygraphInter, at the Crocus International Exhibition Centre in Moscow

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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.”

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