



For Immediate Release

SouthData Turns to GMC Software Technology to Automate Workflow and Shorten Development Time

April 8, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that SouthData, Inc. has selected GMC PrintNet™ as their design and variable data software platform for their insurance, healthcare and financial services customer's transactional printing needs. Based in Mount Airy, North Carolina, SouthData provides a "one-stop" source for document solutions through the innovative application of technology and talent. From long-term billing solutions to specialty one-time mailings, SouthData helps their customers increase efficiency while maximizing profits.

As a family business founded over 20 years ago, SouthData is now a major national supplier to companies looking for efficient, economical solutions to their paper based billing problems. SouthData serves thousands of clients from coast to coast in a variety of industries. A majority of their products include variable data statements as well as personalized tax and compliance-based documents that account for 50 million variable data impressions annually.

"After exhausting the capabilities of our current composition software platform, we selected GMC PrintNet due to its ease of use from a design standpoint and potential to free up our development staff for IT-based responsibilities," said John Springthorpe, President of SouthData. "In addition, we are now in a position to offer our client base variable data solutions that incorporate more complex objects as well as the combination of transactional data and marketing messages."

"We are excited that SouthData has selected GMC PrintNet as their composition platform for their customer's transactional printing needs," said Michael Watts, President, GMC North America. "We are looking forward to a long term relationship that helps SouthData deliver more value to customers and pursue new business opportunities."

###

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

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

The GMC logo and PrintNet are trademarks of GMC Software AG.