



FOR IMMEDIATE RELEASE

GMC Software Technology Named as Worldwide Sponsor for the TransPromo Summit

May 12, 2009– Boston, Massachusetts and Appenzell, Switzerland– GMC Software Technology, the standard in personalized communication and InfoTrends, the leading worldwide consulting firm for the digital imaging and document solutions industry, announced today that GMC Software Technology has signed as a worldwide sponsor for InfoTrends' 3rd annual [TransPromo Summit](#) and the inaugural [European TransPromo Summit](#). The TransPromo Summit will take place August 13-14, 2009 at the Hyatt Regency Boston in Boston, MA and the European TransPromo Summit October 6-7, 2009 at Square Brussels Meeting Centre in Brussels, Belgium.

“As one of the leading providers of award-winning TransPromo solutions, we are honored to sponsor the InfoTrends events,” said Bill Parker, Chief Marketing Officer at GMC Software Technology. “The TransPromo Summits brings together the right mix of thought leaders, industry expertise and companies who have been instrumental at helping organizations all over the world realize the true value and ROI of TransPromo. We look forward sharing our own real world experiences with summit attendees.”

The TransPromo Summit events are the only educational conferences to focus exclusively on the TransPromo opportunity. With 2009 marking its third year in the United States and first in Europe, the TransPromo Summit is a well-known and revered educational resource for the printing industry. The events will bring together vendors, print service providers, and corporate marketing executives and users for 2 days of information sharing, insight into best practices through real world examples, and peer-to-peer networking. In addition, attendees will be able to meet with industry-leading vendors and service providers during the dedicated technology showcases.

“We are honored to have a TransPromo industry leader such as GMC Software Technology as a global sponsor for our summits,” commented Barb Pellow, a Group Leader at InfoTrends. “GMC offers a world-class software suite that gives companies a competitive edge by improving communication processes, increasing customer satisfaction and loyalty while cutting costs, driving new business and increasing profits.”

For more information on the event, or to register as an attendee, visit www.transpromosummit.com or www.transpromosummiteurope.com today.

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GMC Software Technology

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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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About InfoTrends

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts and advice to help clients understand market trends, identify opportunities and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.

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