



For Immediate Release

GMC Software Technology Showcases High Impact, Personalized Communications at Transpromo Summit

Demonstrations geared to enterprise marketing users and enterprise outsource providers

July 10, 2008 – New York, New York and Appenzell, Switzerland – At the Transpromo Summit, August 13-14, 2008, GMC Software Technology will showcase its latest solutions for designing and producing high impact, personalized print and digital communications that increase customer loyalty, response rates and new business opportunities. The GMC series of demos will be of benefit to enterprise users in finance, insurance, retail and telecommunications sectors, as well as to outsource providers who serve clients in these sectors. In addition, senior GMC executives will participate in the conference's keynote panel and general sessions.

The standard in personalized communication, GMC PrintNet™ software lets users easily design and create personalized documents, such as direct marketing materials and transactional documents with integrated data-driven marketing messages for cross-sell and upsell opportunities.

Marketing and IT professionals will also get a first-hand look at how PrintNet can accelerate application development, improve document effectiveness and maximize productivity for a variety of marketing, transaction, transpromo, on demand and electronic communication applications. These include many key personalized communications applications that are in high demand today including:

- Promotional marketing flyers and postcards
- High impact, full color transpromotional statements with embedded marketing messages
- Newsletters with variable, personalized information
- Interactive, web-based communications

With PrintNet, corporate marketing departments can have a single platform to design and integrate all facets of personalized customer communications, including print-and web-based statements, newsletters and direct mail. In addition, users can benefit from web-based document approval and proofing capabilities for convenient, time saving internal and external collaboration that improves customer loyalty and retention.

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

PrintNet seamlessly integrates into enterprise architectures, accommodates batch and interactive customer-driven communications and keeps pace with changing regulatory compliance and approval procedures.

Keynote Panel and General Session Participation

In addition to demonstrations at the event's technology showcase, Dr. René Müller, CEO of GMC Software Technology will participate in a keynote panel titled: "Software, A Critical Enabler" that will explore the role software plays in the document creation process as well as the importance of tracking response rates and ROI. Joining the general session agenda will be Jeffrey DeVoyd, Vice President of Technology and Product Marketing. DeVoyd will join a panel session to discuss campaign management and monitoring, the use of personalized URLs while highlighting software tools and strategies that are needed to successfully track ROI.

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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. Its 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. It serves thousands of users worldwide, many 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.

Media Contacts

GMC Corporate

Hal Morrow

GMC Software Technology

603-425-5152

h.morrow@gmc.net

USA

Mark Bonacorso

Media Ink

520-825-0217

markb@mediaink.biz

UK

Amarylis Midgley

Bylines

+44 (0) 1526 353533

Amarylis@AmarylisMidgley.co.uk

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