



FOR IMMEDIATE RELEASE

GMC Software Technology Named a Xerox Business Partner of the Year

Xerox's Alliance and Partnership Management Group recognizes GMC in Variable Information Partner Category

May 5, 2010--Boston, Massachusetts and Appenzell, Switzerland-- GMC Software Technology, the standard in personalized communication, today announced that the company was named a 2009 Business Partner of the Year by Xerox Corporation's Global Business Group for its continued contribution to Xerox, its customers and the printing industry. In addition, Xerox's Global Business Group, responsible for bringing to market the portfolio of document solutions, software, & systems, recognized 22 partner firms for superior digital workflow software and finishing solutions. GMC was recognized in the Variable Information Partner Category.

"GMC provides Xerox with a world-class solution that complements our high end production Continuous Feed and Cut Sheet equipment," said James Bircher, Segment Manager -- Alliances & Partnership Management of Xerox's Global Business Group. "In 2009, GMC demonstrated true partnership behavior with support integration between GMC's products and FreeFlow Web Services, where GMC diligently worked with Xerox/ASG to add the requested functionality, test the new releases and deliver a working system that satisfied customers."

GMC Software Technology's products enable the rapid creation, management and production of complex personalized documents for TransPromo, direct marketing, on-demand publishing, customer correspondence and transactional applications. As the industry's largest independent software company, GMC has over 800 customers and with a presence in over 45 countries worldwide.

"We are honored to have been recognized by Xerox for our contribution to our mutual growth and success in the variable data and TransPromo markets," said Scott Baker, Vice President of Worldwide Business Development at GMC Software Technology. "For GMC and Xerox, the exchange and sharing of expertise benefits both companies, as well as our joint customers, and we continue to find this a very positive and productive partnership."

GMC Software Technology continues to add to its tally of industry awards and recognitions. Most recently, the European Digital Press Association (EDP) has awarded GMC PortalBuilder the Best Web-To-Print Software of the Year for 2010 and in March, Xplor International awarded the company "Innovator of the Year" and "Technology Application of the Year for a third year in a row. In 2007, the EDP named GMC PrintNet™ Best Variable Data Software and in 2008 and named GMC PrintNet Connect and WebProof "Best Special Application Software of the Year."

###

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 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.

PrintNet and the GMC logo are trademarks of GMC Software Technology.

(Note to editors/photo caption, left to right): Eric Armour, President, Xerox GBG, Scott Baker, Vice President of Worldwide Business Development, GMC Software Technology and Arnold Hackett, Vice President, Alliances and Partnership Management, Xerox GBG

Media Contacts:**USA**

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

UK

Amarylis Midgley
Bylines
+44 (0) 1526 353533
Amarylis@AmarylisMidgley.co.uk