



For Immediate Release

GMC Software Technology Sweeps Xplor's 2010 Awards

For the Third Year, GMC Software Technology is Recognized in the Technology Application of the Year Award Category; GMC PortalBuilder Also Recognized

February 17, 2010– Boston, Massachusetts and Appenzell, Switzerland –For the third year running, GMC Software Technology, the standard in personalized communications, today announced that the company has not only been recognized once again for the “Technology Application of the Year” award but also named as winner of Xplor International’s “Innovator of the Year” award for GMC PortalBuilder. The annual awards will be presented at an opening ceremony on Wednesday, March 17, 2010 at the Xplor Global Conference and Vendor Forum in Tampa Bay, Florida.

ABnote, Technology Application of the Year

Xplor’s Technology Application of the Year Award is presented to an individual, a company or an organization to recognize outstanding achievement in the imaginative application of current technology and/or unique implementation of existing electronic document systems. This year’s award was presented to recognize GMC’s role, along with customer ABnote of Sao Paulo, Brazil, for a highly successful TransPromo pilot program for one of the world’s largest banks, prepared from scratch and rolled out in just six weeks, using GMC Software Technology’s PrintNet™ suite of personalization software.

To conduct the pilot, ABnote installed its first HP Indigo press and GMC’s PrintNet software suite in the same month. Initially, 20,000 TransPromo statements were mailed in September with ABnote’s banking customer already seeing preliminary and very strong results in October. Additional test runs of 500,000 color TransPromo statements in October and again in November provided a good base for assessing the ROI, which provided outstanding results.

GMC PortalBuilder, Winner of the Innovator of the Year Award

Xplor’s Innovator of the Year Award recognizes individual, company or an organization that has conceived and developed an original concept leading to a significant advancement in the industry. The “Innovator” has advanced a new program, product or technology that notably enhances the capabilities of electronic document systems. This year, GMC’s recently announced PortalBuilder software solution was recognized for its ability to simplify the process and open doors for marketing firms, print service providers and enterprises to implement timesaving, web-enabled storefronts for variable data documents and integrated personalized multi-channel campaigns. As a result, enterprises gain more flexibility and faster results by having easier access to all the variable components they need and users can enjoy centralized brand management and messaging as well as cost control with decentralized creation, order entry and output.

“Xplor’s latest recognition, in a series of top awards for GMC during the last 12 months, continues to reinforce the company’s leadership position in the industry, the adoption of our solutions by the industry and the success they brings to our customers,” said Dr. René Müller, CEO of GMC Software Technology. “Our achievements mirror those of our customers, who are quickly reaping the rewards by leveraging high-impact, communication solutions that drive results and improve their bottom line.”

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

A year ago, the company and its customer Best Western International, were similarly recognized by Xplor International for their use of GMC's PrintNet Communications Suite to implement a highly successful TransPromo pilot. In 2008, the European Digital Press Association (EDP) awarded GMC "Best Special Application Software of the Year 2008" for PrintNet™ Connect and WebProof software.

A committee of Xplor members evaluated numerous applications prior to selecting the award winners. Selections were based on outstanding achievement in the imaginative application of current technology and/or unique implementation of existing electronic document systems. Xplor's awards are presented annually and include Innovator of the Year Award, Technology Application of the Year, The Brian Platte Lifetime Achievement Award and Xplorer of the Year as well as the Chairman's Award.

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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. 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.

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

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