



For Immediate Release

GMC Software Technology Establishes a Strong Speaking Presence at Xplor's Global Conference and Vendor Forum

Educational Session Include TransPromo, Multi-Channel and Social Media Communications as well as Database Marketing

February 2, 2010—Boston, Massachusetts and Appenzell, Switzerland-- GMC Software Technology, the standard in personalized communication, today announced their speaker lineup at Xplor's Global Conference and Vendor Forum, March 17-19, 2010 in Tampa Bay, Florida. Sessions topics include TransPromo, multi-channel and social media communications as well as improving ROI on database marketing, delivered by executives from GMC Software Technology as well as other noted industry experts. Session descriptions and schedules include:

TransPromo: A Buried Treasure in Customer Communications: Join Michael Bucka, General Manager at GMC Software Technology, Wednesday, March 17, from 8:30 to 9:20 AM who will provide a rare glimpse into trends from the transactional and variable data printing market in Europe as it applies to the banking and insurance industries. In addition, the session will review why TransPromo has been successful in terms of cost savings and considered the 'buried treasure' in customer communications.

Multi-channel and Social Media Communications: To effectively reach customers, companies must now consider new mediums that reach the next generation of audiences that are more demanding, always connected and are barraged with 250 to 3000 marketing messages a day. During this session, Scott Baker, Vice President of Worldwide Business Development, who will explore the challenges facing organizations with respect to customer-based communications and trends in multi-channel and social media communications on Thursday, March 18, from 10:30 to 11:30 AM. Baker will also present a session on how companies can reduce overall costs and generate extra income through Transpromo marketing campaigns in a session titled:

TransPromo: A Cost Effective Way to Drive New Revenue on Friday, March 19 from 2:30 to 3:20 PM.

Ideas to Improve ROI On Statement and Database Marketing Programs: On Friday, March 19 from 3:30 to 4:30 PM, Roger Gimbel, EDP and noted industry expert, will provide a review of a successful TransPromo campaign case study produced by SynQ Solutions. The session will also explore how database segmenting, statement design and use of PURLs have positively affected the response rate for this TransPromo campaign.

GMC Software Technology, a Platinum Sponsor of Xplor Document University, will also be an active participant in Xplor's Vendor Forum, demonstrating their latest solutions for designing, managing and producing highly personalized and high impact, customer communications.

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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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