



## For Immediate Release

### For the Second Year, Xplor Recognizes GMC Software Technology for Their Technology Application of the Year Award

#### GMC Software's PrintNet™ is Rapidly Becoming the Standard in Transpromo Communications

**February 23, 2009– Boston, Massachusetts and Appenzell, Switzerland** –For the second year running, GMC Software Technology, the standard in personalized communications, has received Xplor International's "Technology Application of the Year" award.

The award was in recognition of GMC's role in a highly successful transpromo campaign for Best Western International through their partnership with InfoPrint. GMC will formally receive the award on Thursday, March 5, 2009 at 4:00 PM at the Xplor Global Conference and Exhibition in Tampa Bay, Florida.

"We are extremely pleased to be recognized with this award for the second year in a row and for our role in this highly affective transpromo campaign," said Dr. René Müller, CEO of GMC Software Technology. "Its success underscores the effectiveness of transpromo and our leadership position within the industry in providing customers with high-impact, communication solutions that drive results and improve the bottom line."

Xplor International is a worldwide, not-for-profit professional association that consists of thousands of users and suppliers of products and services for creating, modifying and delivering customized information using a wide variety of document technologies. The association provides educational products and programs for its members and the industry at large through conferences, meetings and annual events. Xplor's awards are presented annually and include Innovator of the Year Award, The Brian Platte Lifetime Achievement Award and Xplorer of the Year as well as the Technology Application of the Year.

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. More information about Xplor International and the awards can be found at [www.xplor.org](http://www.xplor.org).

This is the latest in a series of top awards for GMC during the last 12 months. A year ago, the company and its customer Oniya Shapira, were similarly recognized by Xplor International for their use of GMC's PrintNet Communications Suite to implement a transpromo application. Also in 2008, the European Digital Press Association (EDP) awarded GMC "Best Special Application Software of the Year 2008" for PrintNet™ Connect and WebProof software and the On Demand Conference & Exposition named GMC the "Best of Show" Honorable Mention in the Document Creation category for PrintNet Designer 5.2.

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#### 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](http://www.gmc.net)

**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](http://www.gmc.net).

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