



For Immediate Release

GMC Software Technology Continues to Garner Industry Awards

PrintNet software suite offers advanced document personalization, transpromo, color management and integrated marketing capabilities

April 16, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that its PrintNet™ Connect and WebProof software has been awarded “Best Special Application Software of the Year 2008” by the European Digital Press Association (EDP).

The EDP is an association for the burgeoning digital print industry. It was established by the leading European digital print magazines representing a combined readership of 120,000 professionals. PrintNet Connect and WebProof were selected for shortening and making the review and approval process of online proofing easier. This year’s Best Special Application Software of the Year for 2008 award is GMC Software Technology’s second from the EDP, following the Best Product of the Year 2007 award granted last year.

In March of 2008, GMC Software Technology received Xplor International’s “Technology Application of the Year” award for its PrintNet Designer software suite.

The GMC product family addresses the three primary areas required for producing fully integrated, high-quality communications: data integration and design, automation and output management and web connectivity. The GMC Data & Design Center provides all the tools required for variable, personalized print and electronic document design and composition; the GMC Automation Center provides extensive flexibility with full control over all process automation and output; and the GMC Web Center integrates web-based workflows for interactive, event-driven communications as well as advanced tools for location-independent document approval and proofing.

“We are delighted to receive top honors from the EDP for the second year in a row,” said Dr. René Müller, CEO of GMC Software Technology. “This recognition confirms our dedication to developing products that help our customers refine, streamline and accelerate their personalized communications.”

A committee of independent consultants, editors, engineers and other related professionals evaluated products and selected the award winners. Selections were based on efficiency, performance, quality/price ratio, design, and ease of use, among other considerations. The judges apply strict criteria in their selections, and as a result, an EDP award is synonymous with innovation and quality. All EDP member editors also participated in the final decision. More information about EDP and the awards can be found at www.edpassociation.com.

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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.

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