



For Immediate Release

Happy Life Insurance Company Relies on GMC Software Technology for Multi-User Document Design and Distributed Production

June 19, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that Happy Life Insurance Company, based in Beijing, China, will rely on GMC PrintNet™ as their design and production software platform to manage the distributed workflow and data-driven output between their branch production facilities.

Happy Life Insurance provides a variety of insurance products including accident, medical, life and investment protection and is using GMC PrintNet to produce their monthly and annual customer statements. They replaced their existing software platform with PrintNet in order to import native design files, support a distributed workflow model and maintain centralized design control in multiple production environments. Happy Life Insurance is also using GMC PrintNet to further automate the policy design and production process by adding online proofing and remote production monitoring.

“We selected GMC PrintNet to give us the ability to maintain the design integrity throughout our multiple production facilities ensuring a consistent brand experience with our customers,” said Mr. HeKai, CTO of Happy Life Insurance. “Other factors influencing our decision were the ability to use our existing PDF and XML file formats, without the need to go back into the redesign phase, and having the means to enjoy online proofing and remote job monitoring for balancing production capacity.”

“We are delighted that Happy Life Insurance has chosen GMC PrintNet. In a single solution we have been able to fulfill both their composition and distributed production management requirements,” said Johnny Lu, General Manager of GMC Asia Pacific. “We are eager to continue to support their ongoing efforts at simplifying and automating their workflow.”

###

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 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

Media Contacts

GMC Corporate

Hal Morrow
GMC Software Technology
603-425-5152
h.morrow@gmc.net

USA

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

UK

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

The GMC logo and PrintNet are trademarks of GMC Software AG.