



For Immediate Release

GMC Software Technology Promotes Paul Rokos to Vice President Industry Veteran to Head up North American Sales

December 11, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that Paul Rokos has been promoted to the position of Vice President, North American Sales. He will report directly to Michael Watts, President, North America.

“During these challenging times, our sales organization needs to be well trained, focused and supported,” said Watts. “Over the past year, we have built a professional sales team to be proud of and I’m confident that Paul will take our North American sales organization to the next level.”

Rokos’ professional experience includes positions at EquiServe and Xerox. As Senior Managing Director at EquiServe, Rokos grew new business revenue 20% in 2005, 30% in 2004 and 37% in 2003. At Xerox, Paul was Manager of Sales Operations and a key Business Strategist, with consistent year over year profit overachievement.

“In my new role, I’ll continue to develop strong business partnerships with our customers and prospects as well as provide application solutions that produce valuable customer communications,” said Rokos. “In addition, I plan to help grow my customers’ business and in turn, grow the adoption of GMC Software Technology’s solutions as well.”

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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. Its 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. It serves thousands of users worldwide, many 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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