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FOR IMMEDIATE RELEASE

For the Second Year, Xerox Names GMC Software Technology Business Partner of the Year

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Boston, Massachusetts and Appenzell, Switzerland

GMC Software Technology, a leader in customer communications and output management solutions, today announced that for the second year in a row, Xerox Corporation's Global Business Group named the company a Business Partner of the Year. Xerox's Global Business Group, responsible for bringing to market a portfolio of document solutions, software and systems, recognized 14 partner companies for superior digital workflow software and finishing solutions. GMC was recognized in the Variable Information Partner Category for its continued contribution to Xerox, its customers and the industry.

GMC's products provide end-to-end software solutions for Customer Communications Management (CCM) and are designed to help businesses increase customer engagement at every touch point. The company's CCM solution, GMC Inspire™, enables enterprises to effectively streamline and advance the creation and delivery of marketing, transactional and operational communications. In addition, GMC Inspire's ability to capture customer preferences, coupled with intelligent automation, allows businesses to customize any communication in line with corporate guidelines and legislative compliance. Customization can include individually tailored content, delivery through the preferred channel and at the optimal time.

"Once again, we are fortunate to have been named Xerox Business Partner of the Year," said Scott Baker, Vice President of Worldwide Channels at GMC Software Technology. "Xerox has proven to be an extremely valuable strategic partner and reseller for GMC and we all look forward to a long and mutually beneficial relationship."

GMC Software Technology, a Xerox Business Innovation Partner, continues to add to its list of industry awards. In addition to being named Business Partner of the Year by Xerox Corporation's Global Business Group, the company was recognized by the ON DEMAND Conference & Exposition with a Best of Show, Honorable Mention award in the Web-to-Print category and winner of the most Innovative Use of Technology award for its Storefront solution. Additionally, the European Digital Press Association (EDP) awarded GMC Storefront the Best Web-To-Print Software of the Year and in March, Xplor International awarded the company "Innovator of the Year" and "Technology Application of the Year" for a third year in a row.

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GMC Software Technology delivers the most effective solutions in the field of Customer



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Communications Management (CCM). With unrivalled experience in the industry, GMC has consistently demonstrated the ability to help businesses increase customer engagement across all touchpoints. The company's CCM platform, GMC Inspire, enables enterprises to deliver relevant communications, at the right time, through the preferred channel for every customer – driving customer loyalty, acquisition and operational efficiency.

GMC Software Technology serves thousands of clients worldwide across the banking, insurance, retail, business services, telco/utilities and healthcare industry. Having received numerous awards in the field Customer Communications Management, the company is recognized as an industry leader for innovation.

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