



GMC Software Technology Presented With The Gold Business Partner Recognition At IPEX 2010

June 3, 2010 – Boston, Massachusetts, Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that the company was presented with the HP Gold Business Partner recognition during IPEX 2010. The HP Enterprise Management Alliance Program (EMAP) is driven by HP's focus on delivering value-added partner solutions for hardware and software companies who complement, extend or enhance HP software and application delivery solutions.

GMC Software Technology, a solution provider that inspires new ways for companies to profit from customer communications, demonstrated their core solutions at IPEX 2010 ranging from direct marketing, TransPromo, Web-to-Print, multi channel communications and postal optimization.

GMC, now officially a Gold member of HP EMAP, has full access to HP partner services for integration, certification, co-marketing and co-selling. The GMC and HP partnership was initially formed in 2004 and since then, the companies have worked together to deliver innovative customer solutions and now share many common customers.

“We are pleased and honored to be a trusted partner of HP. We believe that GMC and HP have a consistent end goals, which is to deliver value to our customers and to enable them to innovate and develop new applications that will get the best out of their investment”, said Bill Parker, CMO at GMC Software Technology.

Alon Bar-Shany, Vice President and General Manager of the Indigo Division, of HP, who presented GMC with the with the HP Gold Business Partner certification stated, “Our partnership will greatly assist customers around the world to lead and deliver new innovations that will drive the customer communications industry forward.”

GMC's software products provide both enterprise users and print service providers with a single source for an end-to-end solution that facilitates and streamlines multi-channel customer communications most often found through disparate products coming from multiple vendors. In addition, their products help businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs.

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About GMC Software Technology

GMC Worldwide

Brazil, Canada, Chile, China, Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

GMC Software Technology

www.gmc.net



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 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. Unlike our competitors, we offer 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 combined transactional/marketing materials. www.gmc.net

GMC Software Technology continues to add to its tally of industry awards. Most recently, the company was recognized by Xerox naming GMC Software Technology 2009 Business Partner of the Year for its continued contribution to Xerox, its customers and the printing industry. Just prior, the ON DEMAND Conference & Exposition recognized the company 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 PortalBuilder software solution. Also in 2010, the European Digital Press Association (EDP) awarded GMC PortalBuilder the Best Web-To-Print Software of the Year for 2010 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. In 2007, the EDP named GMC PrintNet™ Best Variable Data Software and in 2008 and named GMC PrintNet Connect and WebProof “Best Special Application Software of the Year.”

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