



## **FOR IMMEDIATE RELEASE**

### **GMC Software Technology Well Received at Print 09 Analyst Briefing**

**September 22, 2009--Boston, Massachusetts and Appenzell, Switzerland**—GMC Software Technology, the standard in personalized communication, today reported that the company's vision, strategy and future direction was well received by industry analysts attending briefings on Thursday September 10 at the PRINT 09 Analyst Summit, a daylong event hosted by AR Advisors, Inc.

During the hour-long session, executives from GMC Software Technology reviewed the company's growth, financial performance, products and application case studies, many of which yielded double-digit results or customer significant cost savings. More than 35 top industry analysts from firms such as Brimstone Hill Associates, Gartner, Gimbel and Associates, IDC, InfoTrends, Lyra Research and Madison Advisors participated in the PRINT 09 Analyst Summit presentations and social events.

"Industry analysts have their fingers on the pulse of the industry," said Larry Vogel, executive director, AR Advisors, Inc. "The Analyst Summit provided a win-win opportunity for both GMC and the analyst community."

GMC Software Technology's products enable the rapid creation, management and production of complex personalized documents for TransPromo, direct marketing, on-demand publishing, customer correspondence and transactional applications. As the industry's largest independent software company, GMC has experienced 30-45% year over year revenue growth since its founding with over 800 customers and with a presence in over 45 countries worldwide.

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#### **About 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

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#### **GMC Worldwide**

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

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#### **GMC Software Technology**

[www.gmc.net](http://www.gmc.net)

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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](http://www.gmc.net).

GMC Software Technology continues to add to its tally of industry awards. Most recently, in March 2009, Xplor International awarded the company “Technology Application of the Year” for a second year in a row. In 2008, the European Digital Press Association (EDP) named GMC “Best Special Application Software of the Year.”

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