



FOR IMMEDIATE RELEASE



Crawford Merges Specialty Markets and Global Technical Services® Units

Mike Reeves heads newly unified GTS unit

ATLANTA (November 21, 2014) — Crawford & Company (NYSE: CRDA; CRDB), the world's largest independent provider of claims management solutions, has announced the merging of its Specialty Markets and Global Technical Services® (GTS®) units into an expanded GTS division. Mike Reeves, executive vice president, Global Markets, has been named to head up GTS effective December 1, 2014, to strategically direct the combined business.

Crawford Specialty Markets is comprised of the following specialty services focused on serving Lloyd's of London and the International Adjusting market: Energy, Marine, Aviation, Forensic Accounting, and Mining. Its establishment strengthens the large and complex claim capabilities of Crawford Global Technical Services® (GTS®), and offered the market a single solution to meet the claims needs of clients in these important niche areas and their insureds irrespective of location. GTS® is Crawford's definitive solution for large, complex claims, providing the highest level of world-class talent in the industry's largest network to strategically manage losses around the globe.

"One of the key strategic initiatives within our 2014-2016 Strategic Plan is to create a global GTS powerhouse," noted Jeffrey T. Bowman, Crawford president and chief executive officer. "After an intensive review we decided to accelerate the merging of two complementary units, which will reinforce our market-leading position in the major and complex loss sector of our business globally. Our focus now is on the strategic development of GTS services and its top adjusting talent."

Reeves was one of original founders of the GTS brand, and he will lead a team of senior global and regional leaders focused GTS strategy and expansion.

MORE

About GTS®

GTS® is Crawford’s definitive solution for large, complex claims, providing the highest level of world-class talent in the industry’s largest network to strategically manage losses around the globe. With nearly 500 of the world’s most experienced senior adjusters and industry specialists operating from 144 locations worldwide, GTS assists all major stakeholders with strategic loss management during significant claims.

About Crawford

Based in Atlanta, Ga., Crawford & Company (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford Solution™ offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company’s shares are traded on the NYSE under the symbols CRDA and CRDB.



###

For more information, please contact:

John L’Abate, public relations manager
404.300.1908 (office)
404.226.2931 (cell)
jwlaba@us.crawco.com