



Press Release

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KMC On DemandSM Introduces Compliance Genie *Answers industry call for help with compliance administration*

ATLANTA (June 15, 2010) – KMC On Demand has introduced the Compliance Genie, a simple and effective tool to help insurers and claim administrators track the status of continuing education (CE) credits and state licensing for their adjusters.

The Compliance Genie marries a comprehensive, centralized online licensing and CE database with a scalable, robust enterprise application to deliver, track and report CE credits in all states. It provides up-to-date notification, tracking and reporting of compliance requirements and high-quality claims courses that upgrade adjuster knowledge while keeping them compliant with state regulations. It also keeps track of license renewals in non-CE states and will remind a user via email when a renewal is due.

After extensive market research determined that the process of remaining compliant with multiple state requirements for adjuster licensing had become burdensome and expensive, KMC developed the Compliance Genie as a solution, said Colm Keenan, vice president of knowledge management for KMC On Demand.

“The Compliance Genie will handle the complex process of ensuring compliance with multiple state requirements for the insurance provider, while providing the claims adjuster a convenient system to keep track of CE credits to remain current with his or her license,” Keenan said. “We listened to what the market was asking for and are thrilled to be able to provide the Compliance Genie to fill this need in the insurance industry.”

MORE

Page 2 . . . KMC On Demand introduces Compliance Genie

Once a learner accesses his or her KMC On Demand account, completes a course and applies for CE credits in the system, the Compliance Genie:

- Validates the learner's home state and CE reciprocity with other states
- Confirms the application for CE credits via email
- Manages the CE process in all relevant states
- Confirms approval of CE credits and creates a certificate of completion for the learner.

“The Compliance Genie saves time and money for both the employer and the employee,” Keenan said. “In particular, it helps insurers and claim administrators avoid costly fines by making sure that all adjusters are complying with state requirements.”

More information about KMC On Demand and the Compliance Genie can be found at www.KMCONdemand.com.

About KMC On Demand

KMC On Demand is a unique platform that marries cutting-edge knowledge management technology with vetted and customized insurance courses and performance support information that adjusters can easily reference. KMC On Demand is part of Crawford Educational Services, a unit of Crawford & Company. To learn more, visit www.KMCONdemand.com.

About Crawford

Based in Atlanta, Georgia, 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 a global network of more than 700 locations in 63 countries. The Crawford System of Claims SolutionsSM 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.

