



Press Release

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KMC On DemandSM to Launch Pilot Program for Property Technical Certification

ATLANTA (July 7, 2010) – KMC On Demand, a leading online provider of continuing education (CE) credits for insurance claims adjusters, and a key insurance industry advisory committee are launching the pilot of a Property Technical Certification (PTC) program designed to fill a gap in validation of expertise among property claims adjusters.

“The PTC program provides a performance standard for the development of property technical claims adjusters,” said Colm Keenan, vice president of knowledge management for KMC On Demand. “The auto claims industry has been standardized for a number of years, and this program will bring the property claims industry up to speed. It’s about knowing that the adjuster who is walking onto the scene of a property loss or catastrophic situation has the knowledge to estimate damages as accurately as possible. PTC provides a standard measure that will be recognized by insureds, employers and the industry.”

A Property Advisory Committee (PAC) made up of high-level professionals from insurance companies, independent adjusting companies and contractor networks has been working together for the past 20 months to establish the PTC. The pilot program began June 28 with an industry-wide collaboration on the technical content. Trainers from insurers and independent adjusters will review and give feedback on the courses online.

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The PTC is broken into three levels: PTC I - Elements of Property Loss; PTC II - Estimating Property Categories; and PTC III - Estimating Peril Codes. The program will offer online instruction and training, evaluation of achievements that demonstrate knowledge, and certificate and CE credits.

More information about PTC is available at www.KMCOndemand.com/ptc.

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, 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 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.



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