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Press Release

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**Industry-first accredited management programme launched
by Crawford & Company UK**

LONDON – Crawford & Company UK, in association with the Chartered Management Institute (CMI), has launched an accredited management programme, the first of its kind in the industry, to further develop employee skills, help attract and retain quality claims professionals and ultimately continue to improve service to clients.

In December 2010, Crawford College, the online training tool used in the UK's professional development programme, submitted its management programme material to the CMI – the UK's only chartered management and leadership body. After a thorough appraisal process, the Institute accredited the programme and gave approval for Crawford College to become a Registered Centre. This means that Crawford College can now offer CMI Award and Certificate qualifications at Levels 3, 4 and 5 to all Crawford employees.

Benedict Burke, Senior Vice President and Chief Executive Officer, UK & Ireland, said: "It is a real privilege to have our management programme recognised and accredited by the CMI and for Crawford College to become a Registered Centre.

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“Crawford is passionate about training and people development and we recognise that having highly qualified employees allows us to meet future challenges more effectively, attract and retain quality people, and further enhance our customers’ claims experience.”

Crawford’s Management Programme comprises of three modules – core, intermediate and advanced – and aims to help managers at all levels develop in their current roles and prepare for the next step in their leadership and management careers. It provides an opportunity to enhance practical skills and achieve a nationally recognised professional qualification.

“The beauty of our accredited management programme is that we can tailor it to Crawford’s business needs and that of its managers. Together with the various work-based assignments, it can add real value back into the business,” adds Christine Millar, Human Resources Director.

Nearly 40 Crawford team leaders and managers from all areas of the business have been chosen to take part in a pilot programme that focuses on the core module. The Company expects another 20 team leaders and managers to attend further pilots over the course of this year.

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Notes to News Editor:

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 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.