



FOR IMMEDIATE RELEASE



**Broadspire® CEO Kenneth F. Martino Resigns for New Leadership Role;
Medical Management Executive Danielle Lisenbey Named Successor**

ATLANTA (March 20, 2012) – Kenneth F. Martino Jr., chief executive officer of Broadspire, is leaving to accept a leadership position with another organization, Crawford & Company (NYSE: CRDA; CRDB), the world’s largest independent provider of claims management solutions, announced today. Martino’s new position, which is not with a competitor, is based in Connecticut, where his family has continued to live since he became CEO of Atlanta-based Broadspire.

Effective immediately, Danielle Lisenbey, chief operating officer of Broadspire’s industry-leading medical services, succeeds Martino as CEO and becomes a member of Crawford’s Global Executive Management team, reporting to President and CEO Jeffrey T. Bowman. The current Broadspire senior leadership team reports to her. Broadspire is Crawford’s provider of workers compensation, liability claim and medical management TPA services.

“Ken has made significant contributions to Broadspire since he joined the organization in 2007,” said Bowman. “Despite the difficult environment the recent recession created in the workers compensation industry, he and his team have improved Broadspire’s technology and analytics, created unique new products, increased client satisfaction and retention and captured new business. On behalf of our entire executive team, I thank Ken for Broadspire’s accomplishments under his direction and wish him well in his new endeavor.”

“At the same time, I am very confident that the organization will continue to evolve under Danielle’s leadership,” Bowman said. “Her medical management operations have produced outstanding results for clients and contributed significantly to our revenues. We expect that she will use those same skills to lead the entire Broadspire organization to further operational excellence and financial improvement in 2012.”

As chief operating officer for medical management services, Lisenbey has been responsible for the operation of all of Broadspire’s medical and case management services. She has driven the continued

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development and delivery of products and services that have generated cost containment results typically 10 to 15 percent better than those produced by other TPAs and medical management companies.

New service offerings created during her tenure include: the BOLD® Network, a unique, state-stratified, multi-tiered approach to a preferred provider organization (PPO) strategy; a durable medical equipment (DME) formulary that applies the cost management principles of a pharmacy formulary to medical equipment; and a new chronic pain protocol, a multidisciplinary approach to addressing the complex chronic pain conditions that drive the duration of workers compensation and disability claims.

In 2011, Broadspire's case management services were recognized nationally with publisher Dorland Health's Silver Crown award for innovative services to the mature case management market and the Platinum Award for overall case management services. Lisenbey was named a Workers' Compensation Notable Person by the LexisNexis Workers' Compensation Law Community for 2010.

Lisenbey's career with Broadspire and its predecessor companies began in 1991 as an operations supervisor for the medical bill review unit. She was named vice president of medical bill review operations in 2006 and promoted to her current position one year later.

Lisenbey holds a bachelor's degree in industrial engineering and technology from Western Illinois University. She is a member of The Society of Manufacturing Engineers and The National Association of Women Executives and a representative to the National Association of Insurance Women.

About Broadspire

Broadspire (www.choosebroadspire.com), a leading international third party administrator, provides risk management solutions designed to help clients improve their financial results. Broadspire offers casualty claim and medical management services to assist large organizations in achieving their unique goals, increasing employee productivity and reducing the cost of risk through professional expertise, technology and data analytics. As a Crawford Company, Broadspire is based in Atlanta, Ga., with 85 locations throughout the United States. Services are offered by Crawford & Company under the Broadspire brand in Europe (www.Broadspire.eu), including the United Kingdom (www.BroadspireTPA.co.uk).

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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 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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For more information, please contact:

Stephanie Zercher, PR director
404.300.1908 (office)
954.401.0230 (cell)
stephanie_zercher@us.crawco.com