



FOR IMMEDIATE RELEASE

Crawford Launches Specialty Markets

Global offering provides highly technical loss adjusting to niche markets

ATLANTA (July 2, 2013) — Crawford & Company (NYSE: CRDA; CRDB), the world's largest independent provider of claims management solutions, has created a new global offering to better serve the unique needs of clients requiring highly technical and specialized claims handling.

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 will bolster the large and complex claim capabilities of Crawford Global Technical Services® (GTS®), and offers the market a single solution to meet the claims needs of clients in these niche areas and their insured irrespective of location.

"Specialty Markets was created for several strategic reasons and most importantly to better serve the needs of clients who require highly technical claim handling including, Lloyd's, the London Market and other global entities around the world," said Crawford President and CEO Jeffrey T. Bowman.

Specialty Markets is managed by Specialty Markets CEO John Jenner in Europe, Middle East, Africa and Asia Pacific (EMEA/AP), and in the Americas by John Sharoun, CEO Specialty Markets, Americas. Both will work closely with Crawford Global Markets represented by Clive Nicholls, SVP, Global Markets & Client Services, EMEA. Specialty Markets will operate within Crawford's existing geographic structure and leverages the strength of Crawford's expansive global footprint.

Supported by Crawford's solid operational infrastructure, high-caliber specialist adjusters are able to deploy quickly anywhere in the world when an event or incident occurs to ensure the needs of our clients and their insured are aligned.

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Crawford has and will continue to recruit many highly technical and experienced loss professionals globally to bolster this new offering, and in March, acquired the majority share of UK-based Lloyd Warwick International (LWI) to boost its onshore/offshore energy loss adjusting capabilities.

“Crawford intends to aggressively grow its market share in all of the specialty sectors,” noted Bowman. “We are excited about the future opportunities in this area and are confident Crawford Specialty Markets provides the market and our clients the unique capabilities of highly qualified and experienced loss professionals and the confidence of trusting the work to be handled by an established independent global provider of claims solutions.”

For more specific information on Specialty Markets contact:

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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 Solutions® 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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