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Date 15 July 2013

Crawford & Company UK finalist at 2013 Peer Awards for Excellence

London – Crawford & Company UK has been named as a finalist for the People and Performance Award at this year's Peer Awards for Excellence.

The 2013 Peer Awards provide exposure and recognition for successful innovative initiatives and celebrates real accomplishments. All the finalists speak at the Peer Awards Conference about their pioneering approaches to engaging with customers, nurturing their people and improving performance. All the upcoming year's Peer Awards finalists are featured in a special supplement published annually in *The Independent* newspaper.

Crawford has been recognised for its commitment to promoting a culture of traditional customer service values; direct, open and honest communication as well as excellent service delivery.

"We are delighted that our approach to communication and customer care has been recognised particularly as we are competing against many household brand names. This success is testament to the hard work of everyone at Crawford tasked with implementing our strategy," said Greg Gladwell, Chief Executive Officer, UK & Ireland. "We would like to thank everyone within the business and also our clients for their contribution to helping Crawford achieve this accolade."

The award winners will be announced in September 2013 at the Peer Awards Conference in Central London.

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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 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.

