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Crawford & Company Named to 2014 *InformationWeek* Elite 100

Crawford Desktop portal and associated mobile applications honored as innovative technology

ATLANTA (April 8, 2014) – Crawford & Company today announced that it has appeared on this year’s *InformationWeek* Elite 100—a list of the top business technology innovators in the U.S. The full list can be found on <http://www.informationweek.com/elite100>. Crawford is being recognized by *InformationWeek* for a suite of innovative online and mobile tools that accelerate claims management; the tools are accessed globally via an online portal called Crawford Desktop. Crawford & Company is the world's largest independent provider of claims management solutions

“We are honored to be recognized by *InformationWeek* for the sixth consecutive year for our creative development of very effective technology,” said Brian Flynn, Crawford executive vice president and global chief information officer. “Crawford Desktop is a robust, flexible platform and its numerous features contribute directly and measurably to increasing claim processing efficiency.”

Crawford Desktop uses mobile device geo-location to pinpoint the closest most qualified adjuster for a given claim site and claim type. The assignment is then electronically delivered to a qualified adjuster based on location, availability and performance scorecard. The adjuster accepts the assignment, travels to the site and documents each step of the claims management process (including uploading video, images and voice notes) to the Crawford Desktop portal from a mobile device.

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The portal may accessed from a variety of mobile devices, including iPads®, iPhones®, BlackBerry® or Android® phones, with the adjuster's data transferring to Crawford's claims management system. Another unique feature of Crawford Desktop is the integration of social media into the claims management process, which provides collaboration with clients and Crawford employees, allowing adjusters in the field to solve problems interactively and in real-time.

This is *InformationWeek's* 26th year identifying and honoring the nation's most innovative users of information technology. For 2014, this assessment was narrowed to a more elite 100 organizations. *InformationWeek's* Elite 100 research tracks the technology-based investments, strategies, and results of some of the best-known organizations in the country. Unique among corporate rankings, the *InformationWeek Elite 100* spotlights the power of business technology innovation. Additional details on the *InformationWeek* Elite 100 can be found online at <http://www.informationweek.com/elite100>.

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 Solution™ 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.



About *InformationWeek*

For more than 30 years, *InformationWeek* has provided millions of IT executives worldwide with the insight and perspective they need to leverage the business value of technology. *InformationWeek* provides CIOs and IT executives with commentary, analysis and research through its thriving online community, digital issues, webcasts, proprietary research and live, in-person events. *InformationWeek's* award-winning editorial coverage can be found at www.informationweek.com.

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For more information, please contact:

John L'Abate, public relations manager
404.300.1908 (office)
404.226.2931 (cell)
jwlaba@us.crawco.com