



FOR IMMEDIATE RELEASE



**Crawford & Company Expands its Broadspire® Unit to Become
First Global Third-Party Administrator**

ATLANTA (April 28, 2014) – Broadspire, Crawford & Company’s Third-Party Administration (TPA) business unit, has further responded to client feedback and needs by creating new and stronger strategic TPA hubs in Canada, Singapore, Hong Kong and Australia, cementing Broadspire’s position as the world’s first truly global TPA. Already servicing a significant number of *Fortune*® 500 clients, Broadspire is responding to the growing needs of risk managers with multiple locations in countries around the world for real and insightful information and control of claims above and below deductibles.

Crawford is the world's largest independent provider of claims management solutions, and Broadspire is a leading third-party administrator specializing in servicing the claims needs of multinational corporations and their captives, brokers and insurers. This global service provides greater control over the claims process, indemnity spend, data capture, and access to meaningful management information.

Broadspire’s comprehensive suite of customized, integrated services is designed to provide a unique service including global data capture at point of incident via innovative technology solutions (tailor-made and branded smartphone, tablet and intranet); sub-deductible claims handling across the world, data analytics and global reporting.

Central global account management and control coupled with deployment throughout a network of more than 700 offices in over 70 countries—with the capability of handling claims in more than 150 countries—allows a controlled and compliant global program to thrive.

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“Until now, there has not been a third-party administrator that is global both in the number of regions where it operates and the unified services it offers,” said Jeffrey T. Bowman, Crawford president and CEO. “Broadspire now provides a trusted, worldwide brand able to meet the specialized needs of companies while providing simplified account management and cost control.”

Broadspire’s worldwide services will include:

- Accident and Health
- Employer's, Public & Product Liability
- Marine and Transportation
- Property & Business Interruption
- Auto (First Party and Third Party)
- Personal Injuries
- Product Recall
- Rehabilitation & Return to Work
- Special projects
- Travel, warranty and affinity products
- Uninsured Loss Recovery

“Global clients of Broadspire will be able to utilize private Web portals to access claims data allowing them to identify claim trends to better manage risks, control costs in the claims process and protect their brand and reputation,” noted Mike Reeves, Crawford’s London-based executive vice president, Global Markets. “Additionally, cost-effective global treasury and payment systems will be in place in a compliant and controlled way from our hub locations.”

Reeves added that Broadspire’s multinational clients will have access to a significant number of operational and management benefits only available from a worldwide service provider:

- Central billing, financial administration and treasury management
- Simple global pricing models and contracts
- Control of all claims around the World
- Easily accessible, customized global management information
- One point of contact for global account management
- One global Service Level Agreement
- One online claims system used in all countries

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“Our team of professionals throughout the world is uniquely placed to help risk managers of multinational organizations manage their claims programs effectively and proactively, benefitting their total cost of risk, their brands, their employees and their customers,” noted Manny Lauria, Crawford’s executive vice president for Global Client & Business Development.

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.



Services are offered by Crawford & Company under the Broadspire® brand in countries outside the U.S.

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