



FOR IMMEDIATE RELEASE

Press Release

Broadspire® Names Ken Tolson Senior Vice President, Accident & Health

ATLANTA (March 31, 2015) – Broadspire® announced that it has named Ken Tolson to the position of senior vice president, Accident & Health, effective April 1. Broadspire is a leading third-party administrator of workers compensation claims, affinity and liability claims and medical management services and is a unit of Crawford.

“It’s exciting that Ken is joining Broadspire. He is a veteran Crawford executive and has had a very successful career here,” said Danielle Lisenbey, Broadspire’s CEO. “His leadership background in managing both claims offices and much of our technology function is excellent preparation for his work with our Accident & Health services, and we look forward to his continuing success at Broadspire.”

Tolson will be responsible for leading Accident & Health services, which include Affinity claims. Affinity claim services are based on benefits and insurance products usually offered through an association, organization, employer, brand or product. The benefits are often free or at a reduced cost for members or users associated with the brand or product, and one of the largest markets for affinity benefits are credit cards. Broadspire manages Affinity specialty claims worldwide.

Previously Tolson held the position of vice president and chief information officer, U.S. Property & Casualty, with Crawford & Company and had been with Crawford for 20 years. In his earlier role he was responsible for driving the execution of information technology strategy in support of Crawford’s U.S. Property & Casualty claims unit. He began his career at Crawford & Company in 1995 and served as a branch manager for almost 11 years, then as a vice president for more than 10 years. He assumed the additional title of CIO for U.S. Property & Casualty in 2011.

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Tolson holds a Bachelor of Environmental Design in Architecture degree from North Carolina State University.

About Broadspire®

Broadspire (www.choosebroadspire.com), a global third party administrator, offers casualty claim, medical management, disability and absence management solutions, and risk management information services, helping increase employee productivity and reducing the cost of risk through early intervention, professional expertise and data analytics. As a Crawford Company, Broadspire is based in Atlanta; Ga. Services are offered by Crawford & Company under the Broadspire brand in countries outside the U.S.

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 SolutionSM 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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