



FOR IMMEDIATE RELEASE

Broadspire®'s Affinity Services Becomes Accident & Health Services

ATLANTA (April 27, 2015) – Broadspire® announces that it has renamed its Affinity Services to Accident & Health Services to more accurately reflect how those services align with the market. Broadspire is a leading third-party administrator of casualty claim, medical management, accident and health, and disability and leave management solutions, and it is a unit of Crawford & Company®, the world's largest independent provider of claims management solutions.

“In claims management Affinity Services are typically considered to be in the area of Accident & Health claims, and after careful consideration we determined that a name change would provide more clarity to the marketplace,” said Danielle Lisenbey, Broadspire’s CEO. “It’s important for our clients and prospective clients to know we have established and extensive Accident & Health Services. This rebranding is a more natural fit with our well-known casualty claim, medical management and disability and leave management solutions.”

Accident & Health 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 these specialty claims worldwide.

Earlier this year veteran Crawford executive Ken Tolson was named to the position of senior vice president to head Broadspire’s Accident & Health Services.

MORE

About Broadspire®

Broadspire®, a leading third-party administrator, offers casualty claim, medical management, accident and health, and disability and leave management solutions, 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 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 CRD-A and CRD-B.



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