



FOR IMMEDIATE RELEASE



Crawford & Company® Named to 2015 *InformationWeek* Elite 100
Second Consecutive Year Company Named to Top Technology Award

ATLANTA (May 4, 2015) – Crawford & Company® today announced that it has appeared on the 2015 *InformationWeek* Elite 100—a list of the top business technology innovators in the U.S—for the second consecutive year. Crawford received the award for creating business value from technology, and this year’s win highlighted Crawford iQ™, the Company’s proprietary desktop and mobile software, for the improved quality and process efficiencies it is driving in the organization. Crawford & Company is the world's largest independent provider of claims management solutions.

With this Elite 100 win, Crawford has garnered 12 national innovation awards for its technology over the past seven years. The list of 2015 *InformationWeek* Elite 100 winners may be found on <http://www.informationweek.com/elite100>.

“For five years we made the *InformationWeek* 500 awards, and now for two years we have been named to the *InformationWeek* Elite 100 for our technology, and we appreciate the recognition,” said Brian Flynn, Crawford executive vice president and global chief information officer. “The award is wonderful validation that our ongoing efforts are effective as we bring value to clients and employees through sophisticated but easy-to-use technology.”

Crawford iQ is how Crawford categorizes and markets its innovative suite of proprietary technological products and services, with a goal of making Crawford’s state-of-the-art technology more approachable. Through Crawford iQ, the Company has been able to realize significant double-digit percentage efficiency gains in areas such as call center operations, field processes, back office operations, and productivity.

MORE

Page 2...Crawford & Company® Named to 2015 *InformationWeek* Elite 100

Crawford iQ consists of high-quality technology, data and processes categorized in four easy offerings.

These include:

- Crawford iQ Portal™ – offers clients a gateway to access the work we do for them
- Crawford iQ Claims Manager™ – delivers a vast array of claims management solutions
- Crawford iQ Analytics™ – provides clients with claims analytics, dashboards and reports
- Crawford iQ Mobile™ – allows claims to be managed anytime, anywhere on PC's and mobile devices

This is *InformationWeek's* 27th year identifying and honoring the nation's most innovative users of information technology. *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 CRD-A and CRD-B.

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.

###

For more information, please contact:

John L'Abate, public relations manager

404.300.1908 (office)

404.226.2931 (cell)

jwlaba@us.crawco.com