



Press Release

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Contractor Connection's Larry Thomas Featured Webinar Speaker *Seminar to focus on increasing policyholder retention*

ATLANTA (Nov. 16, 2009) — Larry Thomas, senior vice president of Crawford Contractor ConnectionSM, will discuss how contractor programs can provide strategic advantage to insurers as part of “Adding Value to the Policyholder Claim Experience,” a webinar to be held Tuesday at 2 p.m. Eastern time.

Participants will hear insurance industry executives discuss the role that customer service, contractor programs and up-to-date technology play in policyholder retention. “Well-managed contractor programs combined with the latest technology to track indemnity impact and performance results can have a huge impact on customer satisfaction,” Thomas says. “With such programs, it is possible to improve policyholder retention and at the same time reduce claim expenses and control indemnity costs.”

Other featured speakers for the webinar are Tim Bowen, director of MetLife Auto & Home’s National Homeowner Team, and Jim Loveland, president and chief executive officer of Xactware Inc. Crawford Contractor Connection is part of Crawford & Company (NYSE: CRDA; CRDB), the world’s largest independent provider of claims management solutions.

For more information about the webinar, or to register, visit: www.propertyandcasualty.com/crawford.

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About Crawford

Based in Atlanta, Georgia, 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 a global network of more than 700 locations in 63 countries. The Crawford System of Claims SolutionsSM 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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