



FOR IMMEDIATE RELEASE



Crawford Contractor ConnectionSM Now Assisting Alfa Alliance

ATLANTA (Sept. 8, 2010) — Alfa Alliance Insurance Corp., a Richmond, Va.-based insurer that focuses on personal and small business insurance needs, is now offering Crawford Contractor ConnectionSM managed repair services to its customers.

Alfa Alliance, which is part of Alfa Insurance, has written more than 60,000 policies in North Carolina, Tennessee and Virginia. “We are delighted by the opportunity to assist Alfa Alliance customers in Virginia, North Carolina and Tennessee with their repair and restoration needs,” said Larry Thomas, senior vice president of Contractor Connection.

“Contractor Connection is meeting customer service expectations with timely inspections, thorough estimating and clear documentation illustrating the losses,” Ken Gee, vice president of claims at Alfa Alliance, added. “Our clients have commented that Contractor Connection has reduced the stress of returning their property to pre-loss condition.”

Contractor ConnectionSM, the industry’s largest independently managed contractor repair network, has provided services to the insurance industry for residential and commercial property losses since 1996. It is part of Crawford & Company (NYSE: CRDA; CRDB), the world’s largest independent provider of claims management solutions.

Contractor Connection matches insurers and policyholders with contractors they can count on to complete residential and light commercial property repairs and restoration. In addition to repairs, services include water mitigation, adjuster referrals and estimate reviews. Credentialing, performance monitoring and problem resolution are among the benefits of the service.

To learn more about Contractor Connection, visit www.contractorconnection.com.

MORE

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 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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For more information, contact:

Stephanie Zercher
404.300.1908 (office)
954.401.0230 (cell)
stephanie_zercher@us.crawco.com