



For Immediate Release

For a Third Time, GMC Software Technology Recognized by the European Digital Press Association

GMC PortalBuilder Awarded Best Web-To-Print Software of the Year for 2010

April 13, 2010 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that the European Digital Press Association (EDP) has awarded GMC PortalBuilder the Best Web-To-Print Software of the Year for 2010.

“The award is given for the ease with which GMC PortalBuilder allows the creation of effective and powerful Web-based portals. The system is open and can be easily integrated with payment processing solutions, distribution and other systems within the company,” said Agustín Torres EDP Chairman. “In addition, PortalBuilder offers all the necessary capabilities for online storefronts, including shopping carts and order management while supporting high volume variable data output that makes this Web-to-Print solution interesting for both key aspects of digital printing: printing on demand and variable data printing.”

Launched at Print 09 in September of 2009, GMC PortalBuilder simplifies the process and opens the door for print service providers and direct mailing organizations to implement efficient, web-enabled storefronts for the creation, ordering, management and printing of personalized variable data documents and integrated, personalized multi-channel campaigns. End-users gain more flexibility and faster results by having easier access to all the variable components they need and users can enjoy centralized brand management and messaging as well as cost control with decentralized creation, order entry and output. PortalBuilder is also a business enabler allowing print service providers to drive digital print volumes and enterprises to manage off-contract print spend.

“We are extremely pleased to having been recognized by the EDP for the third time in only four years,” said Dr. René Müller, CEO of GMC Software Technology. “This latest accolade underscores our commitment to bring products to market that allow enterprises and print service providers to easily create, manage and produce complex personalized communications for TransPromo, direct marketing and multi-channel customer correspondence.”

GMC Software Technology continues to add to its tally of industry awards. Most recently, in March 2010, Xplor International awarded the company “Innovator of the Year” and “Technology Application of the Year” for a third year in a row. In 2007, the EDP named GMC PrintNet Best Variable Data Software and in 2008, named GMC PrintNet Connect and WebProof “Best Special Application Software of the Year.”

The EDP Association is made up of publishers of leading European magazines devoted to digital printing and associated products. These publications cover 16 European countries with a readership exceeding 1 million graphic arts professionals. A committee of independent consultants, editors, engineers and other related professionals evaluated products and selected the award winners. Selections were based on efficiency, performance, quality/price ratio, design and ease of use, among other considerations. The judges apply strict criteria in their selections and as a result, an EDP award is synonymous with

GMC Worldwide

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

GMC Software Technology

www.gmc.net

innovation and quality. All EDP member editors also participated in the final decision. More information about EDP and the awards can be found at www.edpassociation.com.

###

GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and TransPromo materials. www.gmc.net.

Media Contacts:

USA

Mark Bonacorso
Media Ink
520-825-0217
markb@mediaink.biz

UK

Amarylis Midgley
Bylines
+44 (0) 1526 353533
Amarylis@AmarylisMidgley.co.uk

GMC Software Technology is a registered trademark; the GMC logo and PrintNet are trademarks of GMC Software AG.