



**FOR IMMEDIATE RELEASE**

**Crawford & Company (Canada) Inc. Announces Officer Promotions**

**KITCHENER (June 11, 2012)** – Crawford & Company (Canada) Inc. recently promoted three current officers, the Company announced today.

“These individuals bring many years of valuable experience and knowledge to their new positions, as well as a passion and drive for enhancing the customer experience,” said John Sharoun, chief executive officer of Crawford & Company (Canada) Inc.

**Officer Promotions:**

**James Eso** – Senior Vice President, Property and Casualty

Eso has 26 years of experience in multi-line adjusting, with 23 of those years at Crawford. His background includes accounting and commercial property construction project management. He holds the Chartered Insurance Professional (CIP) designation, is a Chartered Insurance Operations Professional (CIOP) and has a bachelor’s degree from the University of British Columbia. Eso’s most recent role within Crawford was as vice president, Property and Casualty.

**Greg Smith** – Senior Vice President, Key Account Management

Smith has more than 14 years of experience, including experience in sales and marketing, Crawford’s CLAIMSALERT® contact centre, project management and Crawford’s Regional Claims Centre. His expertise includes executive relationship management, operational performance, contract compliance, and customer service delivery for Crawford’s national programs. Smith has significant experience with strategy development, marketing and financial analysis. He obtained an MBA at the Richard Ivey School of Business in London, ON and has also earned the CIOP, FCIP and CRM designations.

Eso and Smith report to Pat Van Bakel, chief operating officer.

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**Heather Matthews** – Senior Vice President, National Claims Management Center

Matthews started as an adjuster with Crawford and has held many positions during her time with the organization. She has worked in sales, where she specialized in the risk management and U.S. markets, and in the healthcare division, which she went on to lead in 2009. Her most recent role within the Company was as vice president, National Claims Management Center. Matthews has been crucial to the development of the Crawford Sales Institute, the key account management program and various strategic planning committees.

Matthews reports to Stephen Anderson, senior vice president, Corporate Markets and Administration.

**About Crawford**

Crawford & Company (Canada) Inc. ([www.crawfordandcompany.ca](http://www.crawfordandcompany.ca)) is a wholly owned subsidiary of Crawford & Company. Based in Atlanta, Ga., Crawford & Company ([www.crawfordandcompany.com](http://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 System of Claims Solutions<sup>SM</sup> 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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