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Press Release

AdjusterPro and Crawford & Company Collaborate on PTC Training

ATLANTA and PLANO, Texas (Aug. 18, 2011) – Crawford & Company (NYSE: CRDA; CRDB) and AdjusterPro have collaborated to promote the recently introduced online Property Technical Certification (PTC) program via websites and social media to further learning resources for claims adjusters.

This collaboration enables AdjusterPro to resell the three-part PTC program on its website (www.adjusterpro.com) and leverage the Well-Adjusted Blog and network at www.adjusterspace.org to provide a forum for discussion about the value the PTC program extends to the industry and consumers.

“We strongly believe the claims industry is in need of an open forum to discuss the importance of evaluating and standardizing the technical skills of property adjusters,” said Douglas Dell, senior vice president of e-Learning Services for Crawford. “With AdjusterPro’s online resources, we are confident we can elevate the status of PTC’s educational benefits and establish a continuing dialogue supporting all insurance professionals.”

The three-part PTC program (<http://www.kmcondemand.com/ptc/portal/>) is designed to fill a gap in validation of expertise among property claims adjusters and help ensure that adjusters have the requisite knowledge to efficiently navigate the claims process. PTC I - Elements of Property Loss, with 12 modules, is available now; PTC II – Exterior Loss Adjusting will be available in winter 2011 and PTC III – Interior Loss Adjusting in summer 2012.

A Property Advisory Committee (PAC) made up of high-level professionals from insurance companies, independent adjusting companies and contractor networks worked together for more than two years to develop the PTC curriculum framework.

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The collaboration between AdjusterPro and Crawford creates a highly complementary relationship between two leaders in the adjuster education industry. With in-depth career resources, expertise in state licensing rules and reciprocity and expansive social network, AdjusterPro is a market leader in promoting adjuster education, particularly within the independent adjusting industry.

Crawford is the world's largest independent provider of claims management solutions, and Crawford Educational Services provides comprehensive classroom, virtual and online education platforms, supported by the KMC On DemandSM (www.kmcondemand.com) advanced learning technology, for the insurance industry.

"We have always striven to offer the highest quality training and most relevant certifications to the claims industry to deliver on our commitment to excellence for our students. With the addition of the PTC program, we believe we will continue to accomplish those goals in a powerful way," said Adam Gardiner, chief executive officer, AdjusterPro.

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 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.



About AdjusterPro

Based in Plano, Texas, AdjusterPro LLC (www.adjusterpro.com) is a leading provider of claims adjuster pre-licensing, certification, exam prep, continuing education and practical training. Through its reputation for innovation and active social media channels, AdjusterPro has developed a widespread network of career support to individuals throughout the claims industry. AdjusterPro's catalog of courses offers a diverse selection of educational products including Texas adjuster prelicensing, Georgia adjuster prelicensing, Florida adjuster certification, and live online Xactimate training. Additionally, the company is now offering the Property Technical Certification program directly through its site (www.adjusterpro.com/insurance-adjuster-certification/property-technical-certification.html).

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