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Crawford & Company's CEO Named a Top Performing Georgia CEO for 2012

Crawford also Ranked 34th among Georgia's Top 100 Public Companies

ATLANTA (January 25, 2013) — Crawford & Company (NYSE: CRDA; CRDB) President and CEO Jeffrey T. Bowman was named a top performing Georgia public company CEO for 2012 in the *Atlanta Business Chronicle's* 28th annual edition of its *Book of Lists*. Also in the *Book of Lists*, Crawford was ranked 34th among Georgia's top 100 public companies based on revenue.

The CEO performance measurement is based on the company's ranking in the *Book of Lists* along with an additional combined score that equally weighs shareholder return, increase in revenues and increase in net income, while the top 100 public company ranking is determined solely by the latest annual revenue. Crawford is the world's largest independent provider of claims management solutions.

The *Atlanta Business Chronicle's Book of Lists* is an annual assemblage of facts, figures, contacts, and other information about the Atlanta and Georgia business community, including data on both public and private companies as well as not-for-profit organizations. The book is considered a standard research source on Georgia businesses.

"We appreciate the *Atlanta Business Chronicle's* recognition of Crawford & Company," Bowman said. "Our company's financial performance through the third quarter of 2012 was strong, and we believe that we will be able to demonstrate that overall last year we delivered solid results for our clients and shareholders, and our rankings in the *Book of Lists* reflect that performance."

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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.



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