



FOR IMMEDIATE RELEASE



**Crawford® Names New Executive Vice President of Strategy and Performance Development**  
*Claims and Risk Management Veteran Ken Fraser Joins Senior Leadership Team*

**ATLANTA (June 1, 2015)** – Crawford & Company (NYSE: CRDA; CRDB), the world's largest independent provider of claims management solutions, has named Ken Fraser, a highly experienced senior claims and risk management executive, as its executive vice president of strategy and performance development.

In this role, Fraser will partner with business segment leaders and corporate executives to conceive and execute strategic, long-term financial plans for Crawford. He will lead a team of professionals around the world in managing the Company's corporate financial planning and analysis, strategy and its Manila-based Global Business Services Center. He also will develop competitive analyses of the competitive landscape to contribute to decisions about new markets, products and pricing. Fraser's responsibilities will also include managing the enterprise risk management function for the company and evaluation of merger & acquisition opportunities.

Fraser reports to President and Chief Executive Officer Jeffrey T. Bowman and becomes a member of Crawford's Global Executive Management team.

"In his impressive career, Ken has served more than 25 years in senior roles with some of the top insurance broking and banking companies in the world," Bowman said. "With his insight into our industry and global market trends we believe he is an excellent choice to help guide our strategic planning and market offerings."

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Most recently, Fraser was executive vice president for Wells Fargo Insurance, where he was responsible for the company's Risk Management, Benefits and International Practices as well as its BridgeStreet Consulting Group and the Wells Fargo Global Broker Network. Prior to that role, for approximately 25 years he served in a variety of regional and national management positions with several of the Marsh & McLennan Companies in the USA and UK.

Fraser holds the certifications of a Fellow of the Chartered Insurance Institute (FCII), a Fellow of the Institute of Risk Management (FIRM) and Chartered Insurance Broker (CIB), and is an Arbitrator for the State of Georgia. He holds a bachelor's degree with Commendation in Risk Management from Glasgow Caledonian University in the United Kingdom.

### About Crawford®

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 Solution™ 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 CRD-A and CRD-B.



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