



Crawford & Company®
5335 Triangle Parkway NW
Peachtree Corners, GA 30092



FOR IMMEDIATE RELEASE

CRAWFORD®'S RECALL 360 OFFERS AN END-TO-END PRODUCT RECALL SOLUTION

Comprehensive service includes contingency planning, customer notification and intake, product recovery, loss settlement, brand management, and dashboard tracking of analytics

ATLANTA (September 6, 2018) – Crawford & Company® has launched Recall 360, a comprehensive product recall solution with scalable resources that helps businesses recover quickly while mitigating exposure and risk. From pre-event preparation to loss settlement, Crawford's Recall 360 manages product recalls from start to finish.

When a product disaster strikes, companies must respond immediately in order to protect their customers, profits, and brand reputation. Most companies are ill equipped to properly respond on a national or global scale because they lack the resources and expertise to handle the numerous complex elements of product recalls. By leveraging its long history of handling losses and its more than 9,000 employees across the globe, Crawford is uniquely qualified to help to respond quickly and deftly to product recalls in any industry, from food and beverage and retail to construction and electronics.

According to Harsha V. Agadi, Crawford president and CEO, "Recall 360 is different from other product recall offerings in that it is an end-to-end solution. Each case is assigned an incident manager who handles the entire response, leveraging the depth and breadth of Crawford's services and industry expertise. With Recall 360, risk managers and carriers will no longer have to engage multiple companies to handle individual components of the needed response. Recall 360 is the complete, customizable solution."

Features of Recall 360 include: contingency planning, customer notification and intake, product recovery, loss settlement, brand management, and dashboard tracking of analytics and progress.

“Crawford has helped insurers, brokers, companies, policyholders, homeowners and injured employees recover from losses across the globe for over 75 years,” said Global President Crawford TPA Solutions - Broadspire, Danielle Lisenbey. “Our geographic footprint, combined with our expertise and extensive resources, made our expansion efforts in the product recall market a natural progression. Recall 360 is another example of Crawford’s commitment to its mission to restore and enhance lives, businesses, and communities, including the people affected by all types of losses.”

About Crawford®

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is the world’s largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities with an expansive global network serving clients in more than 70 countries. The Company’s two classes of stock are substantially identical, except with respect to voting rights and the Company’s ability to pay greater cash dividends on the non-voting Class A Common Stock (CRD-A) than on the voting Class B Common Stock (CRD-B), subject to certain limitations. In addition, with respect to mergers or similar transactions, holders of CRD-A must receive the same type and amount of consideration as holders of CRD-B, unless different consideration is approved by the holders of 75 percent of CRD-A, voting as a class. More information is available at www.crawco.com.

For further information regarding this press release, please contact mediarelations@us.crawco.com.

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