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Crawford Technologies Announces Launch of www.altformats.com website

W3C compliant website supports company's Document Accessibility Services, providing alternate format customer communications to print-disabled consumers

Toronto, 7 April 2009 – Crawford Technologies Inc., an award-winning provider of transactional customer communication document solutions for high-volume print operations, today launched www.altformats.com, a W3C compliant Web site that supports the company's Document Accessibility Services (DAS). From its PCI-compliant facility in New York, CrawfordTech's DAS deliver critical customer communications in alternate formats to visually impaired and print disabled consumers. CrawfordTech's DAS uses a client's existing customer communications data to produce alternate formats for its customers that require Braille (grades one and two), Large Print, Audio and E-text in English, Spanish and French.

CrawfordTech's altformats.com was built to address accessibility issues. The new site provides information on accessibility issues along with a streamlined presentation of the company's services. The simple and clean theme is fully reversible, and can be displayed in a text only version with a single click. Regardless of the theme the user chooses, the ability to increase font size and complete navigation via text links is available on every page.

"Making critical customer communications accessible to all people is one of CrawfordTech's strengths. We hope this new W3C compliant site will greatly improve our visibility to organizations such as retail banks, wealth management companies, credit card issuers, utilities and telecommunications companies, as well as government organizations, that need to quickly and cost-effectively address their visually impaired and print-disabled consumers," said Ernie Crawford, president of Crawford Technologies, "By partnering with a knowledgeable, capable and reliable service provider such as CrawfordTech, these companies and organizations can take advantage of our unique technology and expertise to reduce their costs and risks of delivering alternate formats. Instead of building the specialized infrastructure and expertise in-house, CrawfordTech will speed their time to market with these mandated alternate formats. Our new website delivers that message, and DAS delivers on that promise".

Please visit www.altformats.com to view the accessible site and find out more about CrawfordTech's DAS.

About Crawford Technologies Inc.

CrawfordTech is a recognized leader in the transactional customer communication industry. Our award-winning solutions have helped over 500 companies and government departments around the world reduce costs associated with mission-critical customer communications. These clients, including four of the top five US banks, four of the top five US insurance companies and four of the world's top five car manufacturers, are realizing high-value results as:

- Costs associated with document processes are minimized through automation.
- New opportunities for savings across critical communications are realized.
- They can react quickly to changes in regulations, policies, business requirements and technical infrastructure.

CrawfordTech's quality software, expert support and print business knowledge help clients to meet operational, service, marketing, legal and standards requirements and automate the delivery of billions of communications to their customers annually. Simply put, companies look to Crawford Technologies for our platform-independent approach, leading system performance and superior output fidelity. Please visit www.crawfordtech.com to find out more about our company, customers, people, partners, products and solutions.

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