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Press Release

**Pat Van Bakel Appointed Chief Operating Officer,
Crawford & Company (Canada) Inc.**

TORONTO (Feb. 13, 2012) – Pat Van Bakel has been appointed to the position of chief operating officer, Crawford & Company (Canada) Inc., effective March 1, the organization announced today.

Van Bakel has been with the Company for more than 20 years and most recently served as senior vice president, Operations, Insurer Markets. Starting his career as an adjuster, Van Bakel has moved through a number of management and special assignments with increasing responsibilities that have positioned him well to take on this new role.

A graduate of Wilfred Laurier University, Van Bakel is a member of many industry organizations and currently chairs and serves on several institute committees. He is also dedicated to continuing education, having invested in his career through technical, leadership and executive training.

“Pat has been an invaluable member of our team for many years, and has shown great leadership skills and a strong dedication to our mission and values,” said John Sharoun, chief executive officer of Crawford & Company (Canada) Inc. “Crawford will benefit greatly from his contributions to the Company in this new role.”

About Crawford

Crawford & Company (Canada) Inc. (www.crawfordandcompany.ca) is a wholly owned subsidiary of Crawford & Company. 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.

MORE

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