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CRAWFORD & CO  
Form DEFA14A  
April 22, 2004

SCHEDULE 14A

(RULE 14A-101)

INFORMATION REQUIRED IN PROXY STATEMENT  
SCHEDULE 14A INFORMATION

PROXY STATEMENT PURSUANT TO SECTION 14(a) OF THE SECURITIES  
EXCHANGE ACT OF 1934 (AMENDMENT NO. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement  Confidential, for Use of  
the Commission Only (as  
permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under Rule 14a-12

Crawford & Company

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(Name of Registrant as Specified In Its Charter)

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(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction  
applies:

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(2) Aggregate number of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction

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computed pursuant to Exchange Act Rule 0-11 (set for the amount on which the filing fee is calculated and state how it was determined):

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(4) Proposed maximum aggregate value of transaction:

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[ ] Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

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(1) Amount Previously Paid:

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(2) Form, Schedule or Registration Statement No.:

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(3) Filing Party:

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(4) Date Filed:

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Shareholders have previously received the proxy materials dated March 24, 2004 for the Annual Meeting of Shareholders (the "Annual Meeting") of Crawford & Company (the "Company") scheduled for Tuesday, April 27, 2004 at 2:00 p.m. at the Company's headquarters, 5620 Glenridge Drive, N.E., Atlanta, Georgia. Subsequent to the date the proxy materials were disseminated, the Company issued a press release announcing the resignation of Grover L. Davis, Chairman and Chief Executive Officer, and the appointment of Marshall G. Long as interim Chief Executive Officer and Jesse C. Crawford as interim Chairman. A

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copy of the press release appears below. As a result of his resignation, Mr. Davis is not able to stand for re-election to the Board of Directors of the Company. The Board of Directors has elected not to propose a substitute nominee. Accordingly, seven, rather than eight, directors will be elected at the Company's Annual Meeting.

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LISTED LISTED  
NYSE NYSE

[CRAWFORD LOGO]  
[PRESS RELEASE]

FOR IMMEDIATE RELEASE

Date: April 22, 2004  
From: John F. Giblin  
Chief Financial Officer

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CRAWFORD & COMPANY ANNOUNCES RESIGNATION OF GROVER L. DAVIS AS  
CHAIRMAN AND CHIEF EXECUTIVE OFFICER

Crawford & Company announced today that its board of directors has accepted the resignation of Grover L. Davis as Chairman of the Board and Chief Executive Officer, effective immediately. The board named Marshall G. Long as interim Chief Executive Officer. Mr. Long currently serves as the Executive Vice President of Claims Management Services and has been a member of the Crawford team for over 40 years. The board named Jesse C. Crawford as interim Chairman of the Board.

Mr. Crawford said, "The board has accepted Grover Davis's decision to resign and expresses its gratitude for the many contributions that he has made to Crawford over his 27 years of great service. We wish Grover well in his future endeavors. The board will move quickly to name a new CEO. During this transition period, we will make sure that the company is well positioned for the benefit of customers, investors and employees, both now and for the long term."

Based in Atlanta, Georgia, Crawford & Company ([www.crawfordandcompany.com](http://www.crawfordandcompany.com)) is the world's largest independent provider of claims management solutions to insurance companies and self-insured entities, with a global network of more than 700 offices in 67 countries. Major service lines include workers' compensation claims administration and healthcare management services, property and casualty claims management, class action services and risk management information services. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.

FOR FURTHER INFORMATION REGARDING THIS PRESS RELEASE, PLEASE CALL JOHN GIBLIN AT (404) 847-4571.