

CRAWFORD & CO  
Form 8-K  
November 01, 2007

---

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, DC 20549

**FORM 8-K**

**CURRENT REPORT PURSUANT**  
**TO SECTION 13 OR 15(d) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported) November 1, 2007

**CRAWFORD & COMPANY**

---

(Exact Name of Registrant as Specified in Its Charter)

Georgia

---

(State or Other Jurisdiction of Incorporation)

1-10356  
(Commission File Number)

58-0506554  
(IRS Employer Identification No.)

---

1001 Summit Blvd., Atlanta, Georgia  
(Address of Principal Executive Offices)

(404) 300-1000

30319  
(Zip Code)

---

(Registrant's Telephone Number, Including Area Code)

N/A

---

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

## Edgar Filing: CRAWFORD & CO - Form 8-K

- “ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - “ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - “ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

**ITEM 2.02. Results of Operations and Financial Condition**

On November 1, 2007, Crawford & Company (the Company) issued a press release containing unaudited information about the Company's financial condition, results of operations, and cash flows for the third quarter of 2007. A copy of the press release is attached hereto as Exhibit 99.1.

The press release contains non-GAAP financial measures and a reconciliation to the related GAAP measure is included. Operating earnings is the key performance measures used by the Company's senior management to evaluate the performance of its business and make resource allocation decisions. The Company believes this measure is useful to investors in that it allows them to evaluate the Company's operating performance using the same criteria that management uses.

**ITEM 9.01 Financial Statements, Pro Forma Financial Statements, and Exhibits**

(c) Exhibits

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press Release dated November 1, 2007

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CRAWFORD & COMPANY

(Registrant)

By: /s/ W. Bruce Swain, Jr.  
W. Bruce Swain, Jr.

Executive Vice President Finance and

Chief Financial Officer

Dated: November 1, 2007

EXHIBIT INDEX

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press Release issued November 1, 2007

4