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EXPERIAN LAUNCHES ABSOLUTE CONTACTS

Latest data integrity solution from Experian identifies only genuine address changes

Experian[®], the global information solutions company, has launched Absolute Contacts. As the latest addition to Experian's market-leading data integrity portfolio, Absolute Contacts enables organisations to stay in touch with UK consumers once they have changed address.

Over six million (12 per cent) of the UK's population move house each year and almost a third of consumers fail to notify companies they deal with of their change of address. Against this backdrop, Absolute Contacts from Experian provides accurate and up to date change of address information to enable organisations to maintain, or regain, contact with consumers after a house move.

Sophie Sail, Head of Product Management for Experian's Marketing Services division, states:

“Absolute Contacts gives organisations the ability to maintain contact with consumers by identifying genuine changes of address to save the costs associated with attracting new customers.”

To accurately identify changes of address, Absolute Contacts utilises Experian's wealth of name and address data and proprietary business processes.

Individuals are confirmed as having left an address against Absolute Movers from Experian, the UK's premier source for identifying home movers. Residency at the new address is verified against the current edited electoral roll and other sources of compliant, Experian-proprietary information to ensure that only individuals that can be currently confirmed at an address are included in Absolute Contacts.

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Sophie Sail adds:

“Not all individuals in a household move house together. For example, children leave home, relationships break up and not all home moves are permanent.

“Dealing with this complexity, Absolute Contacts from Experian reduces waste and the threat of negative PR associated with poorly targeted communications, protects against the risk of identity fraud, and ensures regulatory compliance throughout the course of the customer lifecycle.”

This press release can be found on <http://press.experian.com>. For more information on Experian, visit the company web site on www.experian.com.

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About Experian

Experian is the global leader in providing value-added information solutions to organisations and consumers. It has an unrivalled understanding of individuals, markets and economies around the world.

Experian provides information, analytics, decision-making solutions and processing services. It assists organisations understand their markets and customers and helps them find, develop and manage profitable customer relationships to make their businesses more profitable.

Experian promotes greater financial health among consumers by enabling them to understand, manage and protect their personal information and helping them control financial aspects of key life events.

Experian works with more than 50,000 clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, e-commerce, property and government. A subsidiary of GUS plc with headquarters in Nottingham, UK, and Costa Mesa, California, Experian's 12,000 people in 28 countries support clients in more than 60 countries. Annual sales are about £1.4 billion.

For more information, visit the company's website on www.experian.com.

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About Experian's International Marketing Services division

Experian's International Marketing Services division is the global leader in direct marketing solutions.

Since 1980, the division's range of award-winning products and services has helped thousands of domestic, overseas and international organisations to acquire new customers, improve customer data integrity and enhance customer value.

Experian's International Marketing Services division is based in Nottingham and London in the UK, and has offices in the USA, France, Germany, Italy, Spain, The Netherlands, Ireland, Singapore and Australia.