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**EXPERIAN INTACT LAUNCHES THE UK'S FIRST COMPLETE ONLINE  
BUSINESS DATA CLEANSING SOLUTION**

**Companies offered a free business data audit with the UK's largest business  
database**

Experian, the global information solutions company and the UK's leading provider of marketing services, has today launched Experian Intact - Business, the UK's first comprehensive online business data cleansing solution, complete with verification and suppression services. Experian Intact - Business utilises the extensive Experian-owned National Business Database, giving clients access to more than 3 million records - the largest available file of business data from one company in the UK.

Experian Intact was launched as Europe's first online consumer data cleansing service in May 2001 and has since cleansed over 80 million consumer records, corrected 4.5 million addresses and has provided telephone numbers for over 35 million individuals.

David Coupe, Managing Director of Experian's Marketing Services division, commented: "We've had great success with the consumer version of Experian Intact and the logical progression was to move into the much needed cleansing of business lists to provide a total cleansing solution for UK businesses."

Richard Lloyd, Director of B2B Marketing for Experian adds: "Regular cleansing of business data is essential for any company wanting to build and maintain customer relationships. Experian has developed a product, that for the first time, gives companies a means to cleanse their valuable business data not only quickly and cost-effectively but also securely. Experian Intact - Business provides clients with the most comprehensive online business data cleansing application available in the UK."

**more...**

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Experian Intact - Business allows companies to make sure that their business name and address data is accurate by cleansing against the Postal Address File (PAF). Telephone numbers can also be checked, added or amended using this online service.

In order to help companies with Data Protection Act compliance issues, Experian Intact - Business also enables the suppression of data against the Mailing, Fax and Telephone Preference Services files, which include businesses that have elected not to receive unsolicited marketing communications.

Enhancement of existing business data is the cornerstone of Experian's new service offering. Experian Intact - Business gives users the option to add additional valuable data fields to their records. These include the ability to have information added on a company's trading and legal status, its number of employees and business turnover. Additional information fields available include years of incorporation, parent name and classification of businesses using the Standard Industry Classification (SIC) Code system.

Experian is offering all UK companies a free data audit of their database. Companies can simply visit [www.experianintact.com](http://www.experianintact.com) and click on the Free Data Audit button. Data can be submitted securely online for analysis and Experian Intact produces a comprehensive report outlining where there are any inaccuracies in the data. Customers then have the option to use Experian Intact - Business to cleanse and update the data, though there is no obligation to do so.

In order to allow companies of all sizes to use Experian Intact - Business on a regular basis, there is no minimum number of records to be processed, just a minimum charge of £25, and no set-up fees.

*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](http://www.experian.com).*

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**NOTES TO EDITORS:**

**About Experian**

Experian helps organisations find the best prospects and make fast, informed decisions to improve and personalise their relationships with their customers. It does this by combining sophisticated and intelligent decision-making software and systems with some of the world's most comprehensive databases of information on consumers, businesses, motor vehicles and property. Through multi-channel delivery of its web-based products and services, Experian enables its clients to conduct secure and profitable e-business and develop state-of-the-art CRM systems for communicating and building one-to-one relationships with customers. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Orange, California. Its 12,000 people support clients in over 50 countries. Annual sales exceed £1 billion.

**For more information, visit the company's web site at [www.experian.com](http://www.experian.com).**