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CCR DATA SELECTS EXPERIAN INTACT TO ENHANCE THE QUALITY OF ITS CLIENTS' DATA

CCR Data, a leading Royal Mail accredited database bureau and mailing house, has selected Experian Intact, Europe's most widely used data cleansing service, to consolidate its entire suppression file portfolio into one centrally managed resource.

In selecting Experian Intact from Experian[®], the global information solutions company, CCR Data anticipates saving considerable time and money that was previously spent loading and maintaining numerous suppression files for its range of commercial, not-for-profit and government clients. CCR Data will now be able to clean, suppress and enhance its clients' data with online access to all of the industry's leading suppression files, including Absolute Movers from Experian.

Edward Spicer, Managing Director of CCR Data, comments: "We realised that we were spending a great deal of time collating and updating our suppression files and that this could be easily outsourced.

"By using Experian Intact we now can go to a single point of contact to improve clients' data quality. This, combined with the breadth and depth of coverage Experian's data sources offer, means that we will be able to quickly execute data cleansing requirements 24 hours a day, seven days a week. This will allow us to free up vital IT expertise to support the rapidly expanding portfolio of services from CCR whilst ensuring that our new and existing clients are getting the best data cleansing service available."

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

“Our deal with CCR Data shows precisely why Experian Intact's the first choice for over 200 of the UK's leading direct marketing service providers. Providing cost-effective data cleansing as an outsourced service, Experian Intact allows these companies to concentrate on running their business whilst it enhances the quality of their clients' data.”

Since its launch in May 2001, Experian Intact has become the UK and now Europe's most widely used online data cleansing service. In the past year alone, Experian Intact has cleaned around 600 million records, a figure equivalent to screening the entire population of Europe.

Experian Intact is the largest and most comprehensive online data cleansing service available in Europe. Data can be submitted securely online for analysis and Experian Intact will deliver a free comprehensive data quality audit outlining any inaccuracies within the data. Businesses then have the option to use Experian Intact to cleanse and update the data, although there is no obligation to do so. For further information visit www.experianintact.com and click on Free Data Audit.

This press release can be found on <http://press.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.