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EXPERIAN REVEALS DATA SUPPRESSION FIGURES FOR EUROPE

Experian[®], the global information solutions company, has today released figures on data suppression usage in Europe. Millions of records submitted by hundreds of companies across Europe during the last three months were analysed by Experian in the first serious attempt to identify the suppression landscape in the UK, Ireland and on the Continent.

For the purposes of the analysis, data suppression is defined as the identification and removal of individuals from campaigns that cannot or will not respond to marketing communications because they have passed away, moved house or explicitly requested not to receive them.

Figures from Experian Intact, Europe's most widely used online data cleansing service, reveal that in the last three months just over **52 per cent of DM campaigns** in the UK used data suppression. In second place, Holland was marginally behind the UK with 51 per cent of the country's campaigns electing to use suppression

Country	Percentage of campaigns using suppression (July – September 2005)
UK	52
Holland	51
Ireland	37
Spain	22
Italy	10
France	7

“There are two factors that explain the contrast in suppression adoption rates across Europe,” Sophie Sail, Head of Product Management for Experian's International Marketing Services division, explains.

“In the UK, Holland and Ireland, there's heightened awareness surrounding the risks posed by mailing deceased, goneaway or unresponsive individuals – evidenced by a number of industry initiatives urging companies to adopt a best-practice approach to suppression.

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“In terms of usage in Italy and France, whilst the figures appear to be comparatively low, this is due to the fact that there are only a limited number of suppression files available in these countries. As seen by the launch of Experian Paladin, the first new French goneaway suppression file for eight years, Experian is committed to working with the relevant authorities and commercial organisations to develop new files to help raise data integrity standards in local markets.

“As more new files are introduced into these markets in the next 18 months, we predict that within two to three years, suppression figures in these countries will be comparable to those in the UK, Ireland and Holland. ”

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.