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## **GALA GROUP SELECTS EXPERIAN INTACT TO ENHANCE THE QUALITY OF ITS CUSTOMER DATA**

Experian<sup>®</sup>, the global information solutions company, has signed a deal to provide Experian Intact, Europe's leading online data cleansing service to Gala Group, one of the UK's leading gaming leisure operators. Experian Intact will be used to enhance the quality of the company's customer data and improve the targeting of direct mail offers to eight million Gala Bingo and Gala Casino customers in the UK.

Experian Intact will provide the Gala Group with the convenience and flexibility of being able to clean and enhance its data at the click of a mouse-button 24 hours a day, 365 days a year. This will dramatically reduce the financial, regulatory and brand reputation risks posed by poor data quality. The comprehensive range of Experian Intact cleansing services to be used by the Gala Group include:

- All of the industry's major bereavement and goneaway suppression files, including Absolute Movers from Experian
- A bespoke service designed for Gala Group to suppress foreign addresses from receiving UK-specific direct mail offers
- Matching and address updates to the PAF file to enhance of the accuracy of Gala Group mailings
- Deduplication to check for multiple records at individual, family and household levels

James Thomas, Dept Head of CMS at Gala Group, states:

“In trials, the breadth and depth of data cleansing services offered by Experian Intact has made a significant difference to the quality of Gala Group's customer data.”

**more...**

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“From helping eliminate goneaway and deceased mailings, through to providing Gala with a bespoke foreign address service - Experian Intact ensures that that we can keep track of our customers and market to them effectively.”

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

“Experian Intact will provide Gala Group with fast, secure and cost-effective data cleansing – the most powerful formula available in Europe. We are pleased that Gala Group has selected Experian Intact and look forward to continuing to help the company take a consistent approach to enhancing the quality of its customer data moving forward.”

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](http://www.experianintact.com) and click on Free Data Audit.

*This press release can be found on <http://press.experian.com>*

**ENDS....**

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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](http://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.

### **About Gala Group**

Gala Group, one of the UK's leading leisure operators, is headquartered in Nottingham. It has 10,000 employees. Gala Bingo operates 166 UK bingo clubs with over 6 million members. Gala Casinos has 28 sites in the UK, in addition to casinos on the Isle of Man and Gibraltar. Gala Group was formed after a management buy-in from Bass in 1997. Candover and Cinven acquired the Group in January 2003 for £1.24 billion. Further information on the Group can be found on [www.galagroup.co.uk](http://www.galagroup.co.uk)