

APPROVED

EXPERIAN REVEALS INCREASE IN INDUSTRY'S ADOPTION OF GONEAWAY SUPPRESSION

The number of UK companies using goneaway suppression for direct mail campaigns rose sharply during the first six months of 2004, according to the latest report from Experian®, the global information solutions company.

Figures from Experian Intact, Europe's leading online data cleansing service, reveal that **over a third** more (35%) DM campaigns suppressed goneaways from mailings compared to the same period in 2003.

The report provides an accurate reflection of the use of goneaway suppression in the UK, having reviewed the hundreds of millions of records processed by Experian Intact submitted by 250 of the UK's leading data resellers and bureaux during January to June of 2003 and 2004.

Sue Tomalin, Data Quality Consultant for Experian's Marketing Services division states:

"Our analysis strongly suggests that events over the last six months have made the DM community tackle the issue of goneaway suppression with a greater conviction. The two factors that have played a role in this are the DMA and Planet Ark's initiative to reduce waste from poorly targeted mailings and recent TV and press coverage relating to the issue of 'junk mail'."

"The message is getting through. DM users clearly appreciate that poorly targeted mailings can create financial and environmental waste as well as inflict damage to the brand reputation. Looking to the future, we believe that the emergence of more sophisticated goneaway suppression files that focus on accuracy and not volume will continue to enhance confidence in third party suppression. This momentum will make suppressing goneaways from mailings a routine affair for direct mail campaigns."

More..

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Page 2 of 2

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>. For more information on Experian, visit the company web site on www.experian.com.

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NOTES TO EDITORS:

Experian Intact Analysis:

Experian Intact analysed the number of records submitted for goneaway suppression across all major industry suppression sources during the first half of 2003 and 2004. The results provide an accurate reflection of goneaway suppression adoption in the UK by comparing two periods that share seasonal direct mail activity.

About Experian

Experian is a global leader in providing information solutions to organisations and consumers. It helps organisations find, develop and manage profitable customer relationships by providing information, decision-making solutions and processing services. It empowers consumers to understand, manage and protect their personal information and assets. Experian works with more than 40,000 clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, property, e-commerce and government. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. Its 13,000 people support clients in more than 60 countries. Annual sales exceed £1.3 billion.

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

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