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RANGERS FOOTBALL CLUB SCORES WITH WINNING DATA CLEANSING PROJECT

Experian Intact takes data cleansing into the football arena

One of the leading Scottish Premiership clubs, Rangers FC, has just completed a major data cleansing project with Experian[®], the global information solutions company and the UK's leading provider of marketing services, utilising the Experian Intact service (www.experianintact.com).

The club is one of the most successful in Scotland, winning both the Scottish League Cup and Scottish FA Cup this season. It has a fan base extending across all parts of the UK and around the world, and staying in touch with its loyal supporters, regardless of location, is of huge importance. The data cleansing exercise – to improve the quality of data – involved processing over 300,000 fans' and season ticket holders' records, to ensure that information was accurate and up-to-date.

Rangers Football Club has been leading the way in effective and innovative communication with its fans, through its website, text messaging and also via post. The club is a leading user of direct mail, producing and distributing newsletters, catalogues and programmes, to keep fans up-to-speed with the latest news, views and developments from their home ground, Ibrox. With over 1.5 million people in the UK moving house each year, it is vital that name and address information is correct so that the club can effectively communicate with its fans.

Rangers FC has invested heavily in Customer Relationship Management (CRM) technology and is committed to using the most innovative marketing services to build and enhance the relationships it enjoys with its supporters. Stewart Wilson, database manager for Rangers explained: "We strongly believe that our fans represent one of our greatest assets and are vital to the continuing success of Rangers. One of our main aims is to deliver the best possible experience to our fans and we recognise the important role that data cleansing plays in enabling us to do this.

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“The results of Experian’s data cleansing project have allowed us to target our communications with greater precision and get back in touch with ‘lost’ supporters. It has also enabled us to reduce potential waste from our marketing budget, by avoiding mailing the wrong people or sending duplicate mail shots.”

The data cleansing project used Experian Intact’s advanced online cleansing and suppression features, and provided Rangers with verified and improved data on their existing supporter base. As well as a cost saving exercise, regular data cleansing is also a requirement of the Data Protection Act (1998) to ensure that the customer data held by organisations is accurate.

David Coupe, Managing Director of Experian’s Marketing Services division, commented: “This project has illustrated the importance of data cleansing to the sports sector. The world of football is an increasingly competitive environment and in the current climate there is an even greater need to maximise revenues from all channels, including supporters, through effective and targeted marketing. Regular data cleansing provides clubs like Rangers with an excellent starting point to achieve this, and ultimately allows them to reaffirm loyalty and reward supporters.”

Experian Intact was launched as Europe’s first online consumer data cleansing service in May 2001 and has since cleansed over 80 million consumer and business records. The major benefit of regular data cleansing is that it can lead to improved customer relationships and greater loyalty. Other benefits include reduced costs for postage, printing and dealing with returns, along with lower levels of corporate nuisance and increased return on customer relationship management investment due to more accurate data.

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

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