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**INNOVATIVE EXPERIAN DATA CLEANSING SOLUTION KEEPS HONDA
AHEAD OF THE COMPETITION**

Leading car manufacturer, Honda, is continuing to set the industry standard for data quality with its latest initiative – a major data cleansing solution from Experian® Intact, the UK's most widely used online database cleansing service. Experian Intact will not only be used to ensure the integrity of the data Honda holds centrally, but also provide a bespoke data cleansing service to its 190-strong UK car dealer network.

Honda maintains a rigorous policy of 'No Customer Inconvenience', giving top priority to keeping its data as accurate and up-to-date as possible, to ensure compliance with the 1998 Data Protection Act and DMA guidelines, as well as limiting customer annoyance. As part of this policy, Honda always provides customer feedback sections on its direct mail initiatives and continually updates its central database, which currently holds over 1.4 million records of customers and prospects across all three of its trading divisions, Car, Motorcycle and Power Equipment.

One of the most innovative elements of Experian Intact's solution for Honda is the development of the 'Honda Suppression File', which contains status details for customers and prospects as held on the central Honda (UK) database. Hosted by Experian Intact, this unique file is updated every quarter and records customers and prospects that have 'gone away' or have been registered as deceased, as well as individuals who do not wish to receive communications from Honda or who have asked not to be contacted by a specific method. The Honda Suppression File provides an additional screening filter for Honda car dealers who have the facility to cleanse their databases via Experian Intact on a quarterly basis.

More.....

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Page 2 of 3

Rose Lores, Database Manager for Honda, explained: “The ability to use the Experian Intact service throughout our car dealer network is very important. These Dealerships are separate entities to Honda and they run their own databases, as well as assisting us in maintaining our central database.

“It is important that our car dealers follow the same best practice that we have adopted centrally and, of course, it is vital that individuals’ wishes are respected, whether they have contacted Honda directly or via a dealership. If an individual requests not to receive any marketing material from Honda in the future, they will expect the entire Honda organisation to respect this request.”

David Coupe, Managing Director of Experian’s Marketing Services division, explained:

“The innovative solution developed for Honda will help to further improve the company’s communication with its dealers, customers and prospects. In terms of demonstrating best practice within the automotive industry, Honda provides a great example of how leading edge data cleansing technology and intelligent marketing practices can deliver focused, relevant and unobtrusive communications.”

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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Experian Intact

Experian Intact is the largest and most comprehensive online data cleansing service available in the UK. In the past year alone, Experian Intact has cleansed almost 400 million records, a figure equivalent to screening the entire population of 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.

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NOTES TO EDITORS:

About Experian

Experian provides strategic support to organisations around the world. It helps its clients target, acquire, manage and develop profitable customer relationships. It does this by combining its advanced decision support and outsourcing services with information on consumers, businesses, motor vehicles and property. 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. Millions of consumers rely on Experian's consumer credit services to meet their financial management needs. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. It has a 175-year history and unbroken sales growth over the past 23 years. Its 13,000 people support clients in more than sixty countries. Annual sales exceed £1.2 billion.

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

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