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**NSPCC CLEANS UP WITH EXPERIAN INTACT DATA CLEANSING
SOLUTION**

Experian[®], the global information solutions company and the UK's leading provider of marketing services has completed a major milestone by cleansing over four million records for the National Society for the Prevention of Cruelty to Children (NSPCC), using its online data cleansing service, Experian Intact. Experian began working with the NSPCC in June 2001 and has cleansed an average of half a million records each month for the national charity.

The NSPCC is a major user of direct mail to increase awareness of its FULL STOP Campaign to end cruelty to children and drive charitable donations. This is set against the back drop of a growing reliance on direct mail within the charity sector - figures from A C Nielsen MMS reveal that UK charities spent £93.81 million in 2001 on direct mail campaigns. Last year the NSPCC raised over £73 million through charitable donations, with money raised through direct mail campaigns accounting for 39% per cent of this total.

David Coupe, Managing Director of Experian's Marketing Services division, commented: "The charity sector has become an increasingly competitive market, with charities forced to work harder to secure donations. Charities have to perform a juggling act with finite resources available for recruitment campaigns, but an increasing need to solicit donations from a larger potential audience.

"Direct marketing is now an integral element of most charities' communication strategies and Experian Intact represents a cost-effective way for charities to ensure that the information they have on donors and supporters is accurate and up-to-date."

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The NSPCC uses Experian Intact to cleanse its extensive database against the deceased persons register as well as the Mailing Preference Service (MPS), which contains details on individuals who have elected not to receive unsolicited direct marketing. To date, Experian Intact has removed over 2,000 deceased persons from the NSPCC's mailing list and over 5,000 addresses of individuals who have joined the MPS.

David Hambling, Database Manager at the NSPCC, commented, "Direct mail fundraising campaigns are an essential part of the NSPCC's activities and regular data cleansing helps us ensure that we are targeting the right people and reduces wastage. The reporting capabilities of Experian Intact have provided a useful health check on our databases, and we have been impressed by the competitive pricing of the Experian Intact solution."

Experian Intact (www.experianintact.com) enables companies to have their business and consumer databases cleansed securely and quickly online. New figures from Experian show that, to date, Intact has processed over 80 million records, corrected 4.5 million addresses and has provided telephone numbers for over 35 million individuals. Experian Intact is the only product that can cleanse files against a number of national databases such as the Postal Address File, National Change of Address File and registries of deceased persons and Gone Aways, which includes home movers. Experian Intact provides all companies with the opportunity to cleanse and update their UK consumer datasets cost-effectively and without the usual level of complexity.

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:

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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About the NSPCC

?? For further information on the NSPCC, visit the website at www.nspcc.org.uk

?? Someone to turn to is the theme of the second phase of the NSPCC's FULL STOP Campaign, which launched recently on 1st March 2002 with a new public education campaign.

?? The NSPCC's drive is to encourage everyone to take responsibility and action to protect children. Awareness of child cruelty, and the desire to bring it to an end, is at an all time high but a recent NOP survey found one in three people would be unsure what to do - or prefer not to get involved - if they were concerned a child was being abused.