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**EXPERIAN LAUNCHES NEW VERSION OF INTACT WITH FREE MOSAIC
PROFILING AND LATEST DATA REFERENCE LISTS**

Experian Intact announces 80 million records cleansed online since May 2001

Experian, the UK's leading provider of marketing services has today announced at the Technology for Marketing Show a comprehensive upgrade of its online data cleansing service Experian Intact (www.experianintact.com). Experian Intact has been enhanced to offer clients increased functionality through free MOSAIC analysis, access to new data reference lists and new customer profiling tools.

Experian Intact was launched as Europe's first online data cleansing service in May 2001. 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. In order to help clients comply with the 1998 Data Protection Act, Experian Intact has also been able to identify almost 3 million individuals who have chosen not to receive direct marketing communications by joining the Telephone, Fax and Mail Preference Services.

Experian Intact already offers clients a free data audit and through the new version will now be able to offer customers a free analysis of their records using the MOSAIC segmentation system. Users will be given a MOSAIC code for their data, which can be used to purchase additional 'look-a-like' records directly from Experian Prospect Locator (www.prospectlocator.com). This option will allow clients to quickly and accurately increase the size of their prospecting database. Experian Intact will also be offering profiling using demographic data from a variety of data sources.

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In order to continue to give Experian Intact access to all commercially available lists, clients will now be able to have their data screened against The Deceased Register from Active Media as well as Experian's own deceased list. For the first time, clients using Intact will be able to have their records suppressed against public default records.

Another new element of Experian Intact is the option to have cleansed databases returned with a Mailing File, which contains only those records suitable to be mailed straight away, helping increase the speed at which clients can deploy their campaigns.

Qbase, the leading Marketing Database Agency, which handles campaigns for Tiscali and Newsweek has been trialling the new version of Experian Intact. Ian Johnstone, Partner at Qbase commented, "We are very pleased with the new version of Intact. Experian has made the user interface even more intuitive and the new additions make the screening more comprehensive".

David Coupe, Managing Director of Experian's Marketing Services division, said: "The improvements to Experian Intact will make online data cleansing even more appealing. Clients can now use Experian Intact to comprehensively cleanse their data and also as a starting point to profile their existing customers and then acquire a larger customer base by using Experian's prospecting services."

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.