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QAS LAUNCHES NEW ONLINE DATA CLEANSING SERVICE TO 7,500 UK ORGANISATIONS

*Intact from QAS, the first jointly developed solution with Experian
post-acquisition*

Less than four months after its acquisition, QAS, an Experian® company, has launched Intact from QAS, a sophisticated online data cleansing service. The launch of Intact from QAS signals the first joint offering for 2005 from the companies' combined product portfolio.

Harry Meikle, UK Managing Director, QAS, states: "Intact from QAS is a significant addition to the current QAS offering, taking Europe's leading online suppression and enhancement service to the address management market place. Together with QuickAddress products that help businesses capture accurate data at the first point of contact, Intact from QAS enables our 7,500 customers to keep personal records up-to-date throughout the course of the customer life cycle."

Organisations submitting data to www.intact.qas.com will receive a free healthcheck - identifying the extent of the data's accuracy. Based on the healthcheck's findings, organisations can elect to clean, suppress and enhance their data against the industry's most comprehensive range of cleansing and suppression data sources, including:

- ◆ Absolute Movers - Experian's award-winning goneaway suppression file
- ◆ The National Change of Address file (NCOA)
- ◆ The Telephone Preference Service (TPS), Mailing Preference Service (MPS) and Fax Preference Service (FPS)
- ◆ And many others

David Coupe, Managing Director of Experian's Marketing Services division adds:

"Today's announcement demonstrates the speed in which Experian and QAS are able to bring new data integrity services to market and confirms our commitment to raising the bar for improved data quality standards."

Visit QAS on stand no. D40 at TFM 2005 (<http://www.t-f-m.co.uk>), or stand no. 445 at IDMF 2005 (<http://www.directmarketingfair.co.uk>) to see a demo of *Intact from QAS* and learn more its features and benefits.

The launch of Intact from QAS is in line with Experian and QAS' strategy to continually develop market leading products and services which enable organisations to take a consistent approach to data integrity.

Experian and QAS are committed to improving data integrity standards - protecting organisations against the financial, regulatory and brand image risks posed by poor data quality.

Experian and QAS' suite of award-winning products and services allow organisations to capture accurate personal details at the first point of contact and keep information up-to-date throughout the course of the customer life cycle.

Experian, with QAS, is the world leader in data integrity providing the widest range of consistent software and services covering 17 countries to more than 10,000 organisations around the world.

This press release can be downloaded from <http://press.experian.com>

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About QAS

QAS, an Experian company, is the UK's market leading supplier of address management solutions. Its QuickAddress range of software helps organisations capture accurate address data and conserve integrity over time. The flexibility of QuickAddress means it can be tailored to suit any industry specific requirements and business processes.

QuickAddress brings tangible business benefits to organisations by enhancing and maintaining their most important asset - their databases. Any company that holds data on customers, suppliers, employees or distribution networks will benefit from the efficiency gains and cost savings achieved with QuickAddress.

Based on data secured from national postal authorities and other leading data sources, QuickAddress captures, cleans and maintains name and address records. The true potential of this data can then be enhanced by the addition of information from over 60 datasets.

Award winning solutions from QAS are a result of a 13-year investment in technology development to ensure QuickAddress delivers the highest level of functionality and service support. QuickAddress supports more than 8,500 customers worldwide across all industry sectors. QAS is a wholly owned subsidiary of Experian, the global information solutions company. Visit QAS on the web at: www.qas.com

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 50,000 clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, e-commerce, property and government. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. Its 12,000 people in 26 countries 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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About Experian's Marketing Services division

Since 1980 Experian's Marketing Services division has been the UK's most successful direct marketing services provider. Experian's award-winning products and services help blue-chip organisations acquire new customers, improve data integrity and enhance customer value. Experian's Marketing Services division is based in Nottingham and London in the UK, and has international offices in France, Germany, Italy, Spain, The Netherlands and Ireland.

