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**EXPERIAN LAUNCHES IRELAND'S FIRST ONLINE
DATA CLEANSING SERVICE**

Experian Intact, Europe's leading online data cleansing service is now available in Ireland using Irish data sources. The first service of its kind for the Irish market place, businesses can now use Experian Intact to clean, suppress and enhance their data 24 hours a day, 365 days a year.

Coming less than 12 months after the acquisition of Ireland Direct Communications by Experian[®], the global information solutions company, today's launch signals the next stage in the company's European roll-out of its award-winning customer data integrity solutions. With 10 per cent of Irish household data becoming out-of-date each year, Experian Intact is the fastest and most cost-effective solution to help protect businesses against the financial, legal and brand image risks posed by poor data quality.

Organisations can securely submit data to www.experianintact.ie at any time of day and receive a free data audit which identifies the extent of their data's inaccuracy. Based on the audit's findings, organisations can then clean, suppress and enhance the quality of their data in a click of a mouse button, using Experian Intact's Irish data sources. These include:

- **National Addressing Standard** – improves the accuracy and format consistency of mailings whilst verifying and correcting historical data, making it reusable for future mailings
- **The Experian National Address file** – provides a comprehensive picture of the Irish adult population to verify and enhance existing databases through name and address verification and appending forenames and/or surnames where none are supplied
- **Telephone Area Code Correction** – amends new telephone area codes to marketing databases, vital for organisations in telephone contact with customers
- **Goneaway suppression** – reduces financial waste by suppressing home movers from mailings

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- **Deceased suppression** – suppresses deceased records from mailings to eliminate the distress caused to relatives and remain compliant with IDMA guidelines
- **Mailing Preference Service (MPS)** - validates databases against the MPS to save money, follow best practice and remain legally compliant
- **Population profiling** – uses Experian's Mosaic profiling to enhance businesses' knowledge about customers' behaviours, lifestyles and attitudes

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

“In less than one year since we acquired Ireland Direct Communications, we have introduced one of the most significant new developments to the local Irish market. For the first time, businesses in Ireland have at their disposal the industry's most powerful online data cleansing service.

“Today's launch affirms our ongoing commitment to making our data integrity solutions available to an international audience and to help them keep their data accurate and up-to-date throughout the course of the customer lifecycle.”

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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About Experian

Experian is the global leader in providing value-added information solutions to organisations and consumers. It has an unrivalled understanding of individuals, markets and economies around the world.

Experian provides information, analytics, decision-making solutions and processing services. It assists organisations understand their markets and customers and helps them find, develop and manage profitable customer relationships to make their businesses more profitable.

Experian promotes greater financial health among consumers by enabling them to understand, manage and protect their personal information and helping them control financial aspects of key life events.

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. A subsidiary of GUS plc with headquarters in Nottingham, UK, and Costa Mesa, California, Experian's 12,000 people in 28 countries support clients in more than 60 countries. Annual sales are about £1.4 billion.

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

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About Experian's International Marketing Services division

Experian's International Marketing Services division is the global leader in direct marketing solutions.

Since 1980, the division's range of award-winning products and services has helped thousands of domestic, overseas and international organisations to acquire new customers, improve customer data integrity and enhance customer value.

Experian's International Marketing Services division is based in Nottingham and London in the UK, and has offices in the USA, France, Germany, Italy, Spain, The Netherlands, Ireland, Singapore and Australia.