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**EUROPE'S LEADING ONLINE DATA CLEANSING
SERVICE LAUNCHED IN ITALY**

Continuing the European roll-out of its award-winning customer data integrity solutions, Experian® announced today that Experian Intact has been launched in Italy. For the first time, domestic and international businesses operating in Italy can now access Europe's leading online data cleansing service to clean and enhance their data 24 hours a day, 365 days a year.

Experian Intact is Italy's first online data cleansing service and organisations can securely submit data to www.experianintact.it at any time of day and receive a free data audit identifying the extent of their data's accuracy. Based on the audit's findings, organisations can then enhance the quality of their data in a click of a mouse button, using Experian Intact's Italian data sources, which provide:

- **Address validation** – ensuring that data is accurate, according to the Italian Post Office standard format.
- **De-duplication** – to check for multiple records at individual, family and household levels
- **Telephone verification** – to confirm the accuracy of telephone numbers in the database and append additional telephone numbers
- **Data enhancement** – using Experian's award-winning geo-demographic and modelling tools to provide valuable prospect and customer insight, helping improve the targeting of direct marketing campaigns to Italian consumers

Spearheading the launch is Federico Aguggini, who has joined Experian's Marketing Services division in Italy from Claritas Italia.

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

“The launch of Experian Intact affirms Experian's ongoing commitment to providing companies in Europe with access to our award-winning direct marketing products and services.

“A significant number of our clients that rely on Experian Intact to keep their data accurate and up-to-date elsewhere in Europe have already signed up to use the Italian service. We believe that the demand for Experian Intact and the completely unique benefits it offers businesses in Italy will help raise the bar for improved data quality standards in the local market.”

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 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.