

**COMIC RELIEF SELECTS EXPERIAN INTACT
IN THE RUN UP TO SPORT RELIEF 2006**

Comic Relief has selected Experian[®], the global information solutions company, to help boost fundraising efforts for Sport Relief 2006. At the heart of the campaign is the Sport Relief Mile – where thousands of people from all across the UK will take to the streets to go the extra mile and raise money on 15 July this year. The charity will use Experian Intact, the company's online data cleansing service, to clean and update its database containing name and address information on over 81,000 milers who took part in Sport Relief Saturday 2004.

With over £16m raised by the Sport Relief event two years ago, Comic Relief wants to get as many of the milers involved in the 2004 event to take part in this year's events. To get back in touch with milers and reduce the financial waste of sending mail packs to old addresses, the charity will use Experian Intact to ensure that its data is accurate and up-to-date. To boost the charity's data quality drive, data integrity services accessed by Comic Relief will include:

- Absolute Movers from Experian - the company's file for identifying genuine home movers, using 40 million fully validated records, to 'flag' milers who have moved house since taking part in the 2004 Sport Relief event
- Absolute Contacts from Experian - the company's change of address file to enable Comic Relief to get back in touch with 2004's milers and explain how they can support the Sport Relief 2006 'Go the Extra Mile' race

Liz Curry, Comic Relief CRM Manager, commented: "Comic Relief's objective is to help end poverty and social injustice and one of the ways we do this is through the money we raise from our Sport Relief campaigns. By using Experian Intact we will now be able to submit all our data online for cleaning, enabling us to quickly and easily identify supporters on our database who have moved house and then contact them at their current address to see whether they would like to support us this year. For a charity of our size working on major national events, the benefits Experian Intact offers are a massive advantage."

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Chris Savage, Managing Director of Experian's Marketing Services division, added: "On average, 18,000 people move house in the UK every day¹ and as many as 37 per cent of consumers neglect to tell companies that they have moved². For charities, these figures represent a unique challenge. By using Experian Intact, Comic Relief is in the best possible position to combat data decay and can now ensure that it stays in touch with all of its supporters before, during and after its biennial Sport Relief campaign."

This press release can be found on <http://press.experian.com>

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About Experian

Experian is a global leader in providing value-added information solutions to organisations and consumers.

Experian provides information, analytics, decision-making solutions and processing services. Using its comprehensive understanding of individuals, markets and economies, it helps organisations to find, develop and manage customer relationships to make their businesses more profitable.

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

Experian works with 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 31 countries support clients in more than 60 countries. Annual sales are in excess of £1.5 billion.

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

¹ ONS 2004

² Experian research 2005

For more information about Sport Relief 2006, visit www.sportrelief.com

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