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THE PRIORY MOTOR GROUP COMMITS TO DATA CLEANSING

The Priory Motor Group, part of the Co-operative Group, the world's largest consumer co-operative, has embarked on a major data-cleansing programme across its entire dealer network.

Experian Intact Automotive, the newly launched data cleansing service for the automotive industry, is being used by The Priory Motor Group to ensure the accuracy and integrity of its customer and prospects databases. The Priory Motor Group is one of the first automotive companies to install Experian Intact Automotive, a specialist version of Experian Intact, the UK's most widely used data cleansing service.

In early 2004, Experian[®] conducted a data audit of The Priory Motor Group's databases to measure the benefits to be gained from using Experian Intact Automotive. The audit highlighted 23 per cent of records that needed deleting or flagging up as customers opting out of communications requests. By removing just the movers, goneaways and other out-of-date information, over £6,000 could be saved from one customer mailing in postage alone.

Rob Quinn, Marketing General Manager, Priory Motor Group, said: "We have implemented Experian Intact Automotive across all 27 sites in the group. From the data audit, we could immediately see the benefits of enhanced customer communication and data compliance to be gained but the reductions in operating costs to be gained from using the system are equally as impressive.

"Through this ongoing data cleansing programme we are illustrating our commitment to best practice in data management right across the group, ensuring that our data is regularly cleansed, maintained and enhanced. The fact that Experian was also able to tailor the service to our requirements and integrate it within our DMS was also a major deciding factor."

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Page 2/2

Rob Whalley, Managing Director of Experian's Automotive division, added: "As one of the country's largest motor businesses, The Priory Motor Group is setting the industry standard. In order to adhere to compliance obligations and maximise the benefits of its data, customer, prospect and vehicle information needs to be accurate and up-to-date. Without regular data cleansing, the automotive industry runs the risk of losing money and damaging customer relationships. Through the use of Experian Intact Automotive, businesses can ensure that they don't contact people who do not wish to be contacted, waste money mailing to goneaways or cause unnecessary distress by mailing the deceased."

According to Experian, more than £40 million is wasted every year by the automotive industry by using out-of-date and inaccurate information to mail its customers and potential prospects. Failure to adhere to the 1998 Data Protection Act or to comply with the rules regarding the Mail, Fax and Telephone Preference Services, in which people and small businesses can opt out of receiving direct marketing contact, is also putting dealers in danger of both prosecution and heavy fines.

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

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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 40,000 clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, property, e-commerce and government. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. Its 13,000 people 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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