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READER'S DIGEST SIGNS ABSOLUTE MOVERS DEAL WITH EXPERIAN

Reader's Digest is the latest organisation to select Absolute Movers, Experian's goneaway suppression file. The world's most widely read magazine will use Absolute Movers to improve the identification and suppression of goneaways to enhance its direct marketing activity in the UK.

On choosing Absolute Movers, Stephen Boyle, Head of Marketing Services for Reader's Digest, stated:

“The breadth, depth and recency of data Experian's file provides will help us further improve our goneaway suppression strategy. Because Absolute Movers doesn't rely on assumed data and uses fully validated records it means that only genuine home moves are suppressed from receiving our direct marketing communications.”

Sophie Sail, Head of Product Management for Experian's International Marketing Services division, added:

“Today's announcement affirms Absolute Mover's position as the premier source for identifying home movers. Reader's Digest has joined over 1500 other organisations in the UK who now rely on Absolute Movers to help reduce the financial, regulatory and brand-image risks created by mailing goneaways.”

Absolute Movers is available exclusively from Experian's Marketing Services bureau and through Experian Intact (www.experianintact.com) and Intact from QAS (www.intact.qas.com)

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