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EXPERIAN ANNOUNCES SENIOR APPOINTMENTS FOR MARKETING SERVICES DIVISION IN UK AND EMEA

Experian[®], the global information services company, today announced the appointment of two regional managing directors for its Marketing Services division in the UK and Ireland and Europe, Middle East and Africa (EMEA).

Jim Hodgkins has been appointed as Managing Director of Experian's Marketing Services division in the UK and Ireland. Jim will be responsible for accelerating the growth of the company's portfolio of marketing businesses, which include: Experian's Business Strategies and Integrated Marketing divisions, Experian CheetahMail, Hitwise and Experian QAS.

Jim will continue to oversee Experian's Interactive division, using his extensive experience in the digital marketing environment to drive the Marketing Services division's strategy and propositions. With a senior management career spanning two decades at Experian, Jim helped launch and establish the company's successful UK marketing data business in the 1990s and has more recently been directing its Interactive division. Jim reports to Charlotte Hogg, Managing Director of Experian UK and Ireland.

Jonathan Hulford-Funnell has been appointed as Managing Director of Experian's Marketing Services division in the EMEA region. Reporting to Luciano Manzo, Managing Director for Experian EMEA, his new role will see him responsible for growing the business's regional footprint and revenues in existing and emerging territories. Jonathan was previously Managing Director of Experian QAS, the company's contact data management business and will continue to oversee Experian QAS globally.

Duncan Painter is promoted to Executive Vice President for Global Product Development and Delivery. Duncan's new role will see him spearheading the development of global products and technology platforms for the Marketing Services division. He will report to Mike DeVico, Group Executive Vice President of Experian.

The promotions of Stuart Johnston to UK Managing Director at Experian QAS and Tony Mooney to Managing Director of Experian's Integrated Marketing division complete the UK Marketing Services division's management team. Both report to Jim Hodgkins.

Charlotte Hogg, Managing Director of Experian UK and Ireland, commented:
“Supported by a highly experienced management team, Jim and Jonathan will ensure that our Marketing Services division drives even greater innovation for our brand name clients’ marketing programmes. Combined with our data and analytics capabilities, the team’s vision and strategy will provide our clients with the science to execute high ROI marketing campaigns, across all channels.”

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About Experian

Experian is a global leader in providing information, analytical and marketing services to organisations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland and has operational headquarters in Costa Mesa, California and Nottingham, UK. The Group employs approximately 15,500 people in 38 countries worldwide, supporting clients in over 65 countries around the world. Continuing sales for the year ended 31 March 2008 were \$4,059m (£2,020m / €2,858m).

For more information, visit www.experianplc.com