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Experian's Strategy Management Business Rules Platform cited as a Strong Performer by Independent Research Firm

Experian[®], the global information services company, has announced that it has been cited as a strong performer in the Specialized Business Rules Platforms category in the April 2008 report, "Forrester Wave: Business Rules Platforms, Q2 2008".

The Forrester Wave report used a comprehensive set of 175 criteria to evaluate platforms from 11 vendors. In this evaluation, Experian's top scores were for scalability, business analyst rules authoring tools, business rules life-cycle management, and deployment.

Experian was recognised as providing a business rules platform that is "tailored for risk managers to provide financial risk management and credit decisioning applications" and "designed to allow professionals in risk management, collections, marketing and other specialities to create and manage their own applications".

The report concluded that "Experian's market presence, strategy and planned enhancements for predictive analytics will ensure that it is a strong choice in the business rules market for years to come".

Elio Vitucci, Managing Director, Experian's Decision Analytics division, commented, "We have worked closely with Forrester for many years as we respect their research methodology and results. This report confirms what our clients already know: that our Strategy Management technology provides organisations with flexible, scalable decisioning across the customer life-cycle."

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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 Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational

headquarters in Costa Mesa, California and Nottingham, UK. Experian employs around 15,500 people in 36 countries worldwide, supporting clients in more than 65 countries. Annual sales are in excess of \$3.8 billion (£1.9 billion/€2.8 billion).

For more information, visit the Group's website on www.experiangroup.com.

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About Experian's Decision Analytics division

Decision Analytics is the international division of Experian specialising in providing credit risk and fraud management consulting services and products. For more than 30 years, it has developed its best practice analytical, consulting and product capabilities to support organisations to manage and optimise risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational efficiencies throughout the customer relationship. With clients in more than 60 countries and offices in more than 30, the Decision Analytics division of Experian delivers experience and expertise developed from working with national and international organisations around the world across a wide range of industries and business size.

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

About Experian's Strategy Management

Strategy Management provides the business user with the ability to deploy scoring models, portfolio segmentation, decisions and actions to control and manage customer relationships within the financial services and telecom industries. The solution is a multi-platform, multi-user decision support tool, allowing consistent deployment of strategies across the enterprise. As well as being able to define their strategies on their desktop, the business user is able to interactively test all aspects of their strategies as they are developed, ensuring accuracy and correctness when they are executed in the live, operational environment.

Strategy Management offers fully integrated Strategy Simulation to evaluate business scenarios to ensure the right strategies have been defined to achieve the user's targeted business objectives. The business user is able to simulate changes at every level of the system, enabling each strategy to be evaluated for overall effectiveness. In combination with Champion/Challenger testing, changes can be made safely, quickly and with business confidence.