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**E.ON USES MARKETSWITCH OPTIMIZATION FROM EXPERIAN
TO INCREASE EFFECTIVENESS OF DIRECT MARKETING**

Experian[®], the global information services company, has today announced that E.ON, one of the UK's leading energy companies, has implemented its Marketswitch Optimization software

Marketswitch Optimization is a software package that greatly enhances an organisation's ability to manage their direct marketing programme, generating the maximum sales and value from the available contact opportunities.

It uses individual customer data to identify optimal contact strategies by simultaneously considering all the elements such as management policies, operational constraints or regulatory requirements. This enables a sophisticated trade off between marketing costs and the probabilities of sales and revenue to be made. E.ON can manage its contact rules and protocols, scheduling future contacts over many cycles of marketing activity. The overall contact strategy is designed to satisfy strategic objectives and operational constraints. This ensures the right offer is made to each customer, at the most relevant time, through the most effective channel.

Mark Perrett, Head of CRM for E.ON UK, commented: "When the business environment is tough it is even more important to ensure that investments of this nature deliver significant returns. Our pilot project proved that optimisation can deliver at least a 10 per cent performance improvement against a traditional marketing approach. This is just one of the business problems it can solve, so we expect to generate a return on the investment many times over."

Ed Heal, Head of UK Telecom and Utilities for Experian's Decision Analytics division, said: "E.ON is leading the market by being the first to adopt advanced optimisation in the UK energy market. Our experience with other clients clearly indicates that E.ON will benefit from a significant and sustainable uplift to both sales and value."

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About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to manage their credit relationships and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.

About E.ON

E.ON is one of the UK's leading power and gas companies – generating and distributing electricity, and retailing power and gas – and is part of the E.ON group, the world's largest investor-owned power and gas company. Our retail business supplies around 8 million electricity and gas customer accounts, covering domestic, SME and industrial. E.ON also offers central heating and boiler care.