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**EXPERIAN LAUNCHES HOSTED
COLLECTIONS STRATEGY SERVICE**

Nottingham, UK, 6 October 2009 - Experian®, the global information services company, today announced the launch of its Portfolio Management Package, a new hosted collections service. Experian's latest innovation means that for the first time, creditors of all sizes in the UK can benefit from Experian's sophisticated pre-delinquency and collections strategy tools, priced according to the size of their portfolio.

Delivered as an integrated, hosted service, Portfolio Management Package requires minimal set-up costs and time and no infrastructure investment. It uses Experian's market leading data, software and analytics to accurately assess risk and the likelihood of collections success across customer accounts. Portfolio Management Package then finely segments the portfolios to determine the most appropriate actions for the creditor to take.

Portfolio Management Package determines actions based on a range of best practice treatment strategies developed by Experian's collections consultancy team. These strategies guide the timing and manner of interactions with customers in arrears, to ensure that they are appropriate to their circumstances. The service also provides detailed reporting on collections performance and provides users with the ability to test new strategies alongside existing approaches to drive further improvements.

Simon Waller, Head of Collections, Experian UK & Ireland comments: "With the launch of Portfolio Management Package, we are continuing to drive even greater innovation in collections by creating a service that can be implemented with zero capital investment, and offer immediate improvements in recovery rates and collections efficiencies.

"Today's economic climate means that creditors, from banks through to telecoms providers, utilities, debt buyers and public sector organisations, are all facing significant collections challenges that need to be addressed. Portfolio Management Package's pay-per-use pricing and rapid implementation offers a compelling proposition for companies of all sizes."

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For more information please contact:

James Taylor

Experian

Tel: + 44 (0)115 99 22650

Email: james.taylor2@uk.experian.com

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 check their credit report and credit score, 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>.