



Vienna, 22 July 2008

Martin Rossak appointed as Market Head in Central Europe for Experian's Decision Analytics division

Experian[®], the global information services company, has appointed Martin Rossak as Market Head of Central Europe for its Decision Analytics division. Martin will be responsible for growing the division's revenues in Poland, Czech Republic, Austria, Slovakia, Slovenia, Croatia, Serbia, Romania and Bulgaria.

Martin possesses more than 15 years experience working in the banking and technology sectors, having held senior positions in Raiffeisen Zentralbank, SAP, HP and Siemens Business Services. He joined Experian's Decision Analytics division in October 2006 as Business Development Manager for Austria.

Commenting on his new role, Martin Rossak said: "Central Europe has great growth potential and financial and telecom organisations will benefit from our systems to more efficiently manage customers through the entire lifecycle - from the point of application through to customer management and collections. I am looking forward to driving sustained growth for Experian's Decision Analytics division in this region by working closely with our clients to create long-term, strategic relationships."

For further information on the press release please contact:

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About Experian

Experian plc 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. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, California and Nottingham, UK. Experian 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 the Group's website on www.experiangroup.com.

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