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Jacques Behr appointed as Market Head in France for Experian's Decision Analytics division

Experian®, the global information services company, has appointed Jacques Behr as Market Head of France, Belgium and North Africa for its Decision Analytics' division. Jacques will be responsible for managing the two French teams, Experian Decision Analytics and Prologia, as well as managing the development of the organisation in the French speaking countries.

Since 2005, Jacques was Member of the Board of Experian SAS France. In his most recent role he was Director of Development, responsible for introducing new lines of business by acquisitions, strategic partnerships and launching of new solutions. Prior to joining Experian, Jacques founded Hudson Bay Consulting/ SIM@BAY, a smartcard company, which was sold to GFI (a major European IT services company).

On his new role, Jacques Behr said: "This is a great opportunity to further develop and drive forward Experian's Decision Analytics division in the French speaking countries. My experience in the financial services and IT sectors will enable me to play an important role in the growth of the organisation in this region. I look forward playing an active role in ensuring that our clients have the best systems at their disposal to efficiently manage customers through the entire lifecycle -from the point of application through to customer management and collections."

For further information on the press release please contact:

Beatriz Sanjuán, Media Relations Experian Decision Analytics EMEA
Tel: +34 617 390 451 Email: beatriz.sanjuan@experian-scorex.es

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