

EXPERIAN LAUNCHES UNIVERSAL ID CHECK

Multi-national identity authentication system boosts fight against fraud

Experian[®], the global information services company, today announces the launch of **Universal ID Check**, a multi-channel authentication system that will enable organisations to verify the identities of residents from 24 countries around the world.

The latest addition to Experian's comprehensive portfolio of fraud, identity and risk solutions, **Universal ID Check** provides a fast, accurate and cost-effective alternative to the use of documentary evidence for verifying identities by cross referencing information provided by a customer/applicant against an unrivalled selection of data sources.

Fully flexible, it enables organisations to obtain a level of confidence in the validity of an identity without necessarily having a complete set of customer/applicant information available or in a consistent format.

The single, hosted solution requires only one installation into an organisation in order to facilitate the identity checking of residents with which it has face-to-face, online, call centre or postal interactions across the countries covered.

Countries covered by **Universal ID Check** are: Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Luxembourg, Monaco, Netherlands, Norway, Portugal, Slovakia, Spain, Sweden, Switzerland, United Kingdom and United States.

Jim Lound, Product Director, Fraud & Identity Solutions, Experian commented: "Universal ID Check provides organisations with a convenient and cost-effective tool for satisfying regulatory and risk mitigation requirements to verify the identities of individuals with which they do business. It will appeal to international organisations that reach out to customers across the countries covered, to local organisations needing to verify overseas residents and recent arrivals, and to organisations requiring a flexible single-solution for verifying identities across multiple customer contact channels."

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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 plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland and has operational headquarters in Costa Mesa, California and Nottingham, UK. The Group 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 www.experiangroup.com.