



Copenhagen, 4 September 2008

Nico van der Westhuizen appointed as Market Head in Nordic & Baltic region for Experian's Decision Analytics division

Experian[®], the global information services company, has appointed Nico van der Westhuizen as Market Head of Nordic and Baltic region for its Decision Analytics division. Nico will be responsible for the development and consolidation of the division in Denmark, Finland, Sweden, Norway, as well as Estonia, Latvia and Lithuania.

Nico's previous experience spans a wide range of decision solutions for different industries in three continents. Between 1997 and 2004 Nico was part of the Experian's Decision Analytics team in different positions and locations: in Canada as manager of a consultancy and analytics team, in The Netherlands as a business consultant and in South Africa as a business analyst and consultant. Prior to joining Experian, Nico had worked in a senior management role for a leading emerging Retail Bank, namely Standard Bank, where he was Head Enterprise Decision Management. Nico had responsibly for a team focussing on improving credit decisions across the bank's retail portfolios.

Commenting on his new role, Nico van der Westhuizen said: "I am glad to come to the Nordic and Baltic region, this market offers a great potential of growth for Experian and my aim is to enhance our clients' strengths in managing the whole customer life cycle. We wish to support their efforts to acquire and retain more customers and, even more importantly, we intend to help them ensure that they maximise their profitability."

For further information on the press release please contact:

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About Experian plc

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 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