



Moscow, 29 January 2009

Daniel Zelenski appointed as a Country Manager for Experian in Russia & CIS

Experian[®], the global information services company, has appointed Daniel Zelenski as Country Manager, Russia & CIS, effective immediately. Until this appointment Daniel served as the Head of Experian's Decision Analytics division based in Moscow. In his new role, Daniel will lead the Decision Analytics, represent Experian interest in joint-venture Experian-Interfax credit bureau as well as will have responsibility for all Experian activities in Russia and CIS.

Daniel joined Experian in July 2004. In June 2005 a branch of Experian Decision Analytics was established in Moscow under the name of Experian-Scorex Russia Ltd., which largely contributed to the expansion of the company in the CIS region. As head of Decision Analytics, Daniel has driven substantial growth and client satisfaction in the market. The division currently serves over 40 clients in Russia and CIS, including some of the leading financial services institutions.

Daniel Zelenski started his business career at Visa International CEMEA Headquarters in London, and then moved to Russia in 2000 to support the establishment of Visa International Moscow Representative Office where he worked for over 4 years as a Country Support Manager. Daniel holds a BA in Financial Services (UK) and worked on a number of retail banking projects in Russia.

Commenting on this appointment, Rick Gallagher, Managing Director, EMEA Emerging Markets, said: "Russia and CIS remain important markets for Experian, and the region represents an opportunity for continued investment in our Decision Analytics and Credit Bureau businesses as well as other new opportunities from the Experian global portfolio of solutions. Daniel has established Decision Analytics in the region where we serve as a key risk management, data, and analytics partner to many of the leading financial institutions. We are pleased to have him lead all of our businesses in Russia."

Experian Interfax is one of the leading Russian credit bureaus serving 200 financial institutions and companies. It was set up in October 2004 by Experian and Interfax Group, a leading provider of business information about Russia and emerging markets of Eurasia.

For further information on the press release please contact:

Beatriz Sanjuan, 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 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.experianplc.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