



news release

Virgin Media chooses Experian software to increase direct marketing effectiveness

Nottingham, UK, 24 March 2010 — Experian[®], the global information services company, today announced that entertainment and communications company Virgin Media has implemented its Marketswitch Optimization software to advance its customer contact management strategy.

Marketswitch Optimization gives Virgin Media new insight into its direct marketing activity. It analyses data and predictive models for each individual customer and proposes the overall mix of direct marketing communications that best achieve business objectives and can be fed directly into the marketing campaign execution process.

As one of only a handful of 'quin-play' providers in the world, offering cable broadband, TV, telephone, mobile telephony and mobile broadband, much of Virgin Media's direct marketing activities aim to encourage existing customers to take up additional offerings.

Chris Bibby, Direct Marketing Director, Virgin Media, comments: "We have a diverse customer base that reflects the wide range of services we provide. Our customer marketing strategy needs to handle the complexity of analysing those customers, understanding their future requirements and presenting them with relevant offers. Marketswitch Optimization significantly enhances our capability to execute that strategy".

Gary Wood, Managing Director, Experian Decision Analytics, comments: "We worked with Virgin Media for several months to identify the potential impact of Marketswitch Optimization on their business. This approach confirmed the potential for marketing performance improvement and the business case to invest in our technology."

ENDS

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About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.