

A quarterly newsletter about Experian product updates, news and events for our marketing partners



Dear Client,

Welcome to the Spring 2007 edition of Experian's broker and reseller newsletter. As is our commitment, we intend to keep you well-informed regarding the services, tools and products that can help you realize even more success in your daily sales endeavors. Our goal is to give you exactly what you've come to expect from us: quality data — the most reliable marketing information available in the industry.

We've got some great things planned for this year, including one of our newest products, Data Select NetworkSM. Unveiled in April, the arrival of Data Select Network is evidence of our primary objective: to give you direct access to data solutions that help you meet the needs of your unique clientele, providing you with the tools and resources to make them — and you, a valued partner — a success.

What is Data Select Network? We invite you to go exploring with us and discover the answer right now.

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Data Select Network and tanzanite?

These two resources have more in common than you might think.

Specifically, they share two compelling ideas: exploration and value. Raw data is simply that — a random collection of letters, numbers and punctuation marks. What happens next is the key to bringing the value and beauty of such information to life.

Consider the story of a jewel that is rapidly growing in popularity. Tanzanite is an extraordinary gemstone found in only one place worldwide. Discovered in 1967 by shepherds in the Merelani Hills of Africa, the raw gem is a reddish-brown color that only reveals the deep, soft blue light intermingled with a fine hint of purple once it has been cleaned, heat-treated, cut and polished.

In its raw state, data is similar to pre-cut tanzanite. Only after the data has been cleansed, processed, cut and polished does it become information. At Experian, we cleanse and process data for you, and with Data Select Network you have the ability to cut and polish the data for your specific needs.

Data Select Network is Experian's premier list rental count and ordering fulfillment product suite, offering you a variety of online applications that give you access to our INSOURCESM repository and our National Business Database from our Data Select Network. You now have online access to run counts and process orders to our Data Bridge and Private Label solutions, giving you the ability to integrate the Data Select technology into your own Web site. Data SelectSM puts precise cutting and polishing tools into your hands with just a few simple clicks.

Rarity, quality, value and profit

Visit Tiffany & Co.'s Web site today and you can buy raw tanzanite transformed into a Victoria pendant set in platinum, encompassed by marquise diamonds and weighing in at 1.35 carats for a paltry \$5,900.

How exactly did Tiffany know where to find such a rare jewel? What did the company do to maximize the value of its discovery? Whom did Tiffany contact, and how did the company present its magnificent creation in order to optimize potential profit?

The renowned jeweler researched possible sources, pinpointed the best mineshaft, used precision instruments to cut and polish the gem, and then created the excitement and exclusivity to successfully generate revenue from it.

You — Experian's valued brokers and resellers — are the Tiffanys of the direct-marketing world. We work with you because you are the premier information brokers — those with the knowledge and expertise to package our information and deliver it in a persuasive and profitable way to your clients. Experian® finds the jewels, but like master gemologists, you hand-select the data your clients need, cutting and polishing it expressly to fit each unique situation.

Consider Experian the tanzanite mineshaft of information. Data Select Network acts like the finest extraction and sharpening instruments available today, giving you the flexibility to explore, cut, refine and polish data.

With Data Select Network, you can dig online and minutes later refine the information you find with newfound precision.

Welcome to Data Select Network — a worthwhile discovery

Quality data is as precious as the coveted tanzanite gem. Reliable, current and trustworthy information is always at the heart of every sound business decision, and when it comes to quality data, nobody can top Experian. If you are looking for data of superb quality, search no further.

Containing information on more than 215 million consumers in 110 million households and 16 million businesses from all industries, Data Select Network gives you access to the most comprehensive and accurate consumer and business marketing data available today. As close as your computer, Data Select Network puts prime, targeted lists in your hands any time of the day or night. Consider just a few of the advantages of Data Select Network:

- Constant online access
- Predefined layouts
- Rapid order downloads
- Real-time counts reported in seconds
- Quickly and easily nth by geography or selections
- Subscription-based and express orders
- Three-tiered search summaries and breakdown reports

It's a simple truth: The better you know your prospects, the better you can craft messages that will create unprecedented response. In today's technologically driven world, data is the true precious gem of value. A single record can be worth thousands in revenue for marketers who are savvy enough to match the right customer to the right product at the right time.

Experian's INSOURCE Database gives you access to 98 percent of U.S. households. With hundreds of unique selects to choose from, you can help your clients minimize mailing costs by reaching that niche target audience. With Data Select Network, you can easily create custom list selections using individual and household demographics, children's data, ethnicity, mortgage and property data, and even behavioral and lifestyle characteristics.

Give your customers the expert tools they need to extract, cut and polish Experian data for themselves

Data Select Network is more than just your online portal to Experian's data resources. In addition to providing you, the reseller, with a user-friendly tool through which to deliver Experian data, it can be customized to go one step further as well. It also offers a complete suite of products that transform your Web site from "brochureware" to a true e-commerce platform. Data Select Data Bridge and Private Label offerings enable you to increase the value of your Web site by making it as multifaceted as a sparkling tanzanite gem.

Make building and buying online prospect lists easy and fast for your customers with Experian's Data Select Private Label. Our Private Label product delivers an e-commerce Web site for data brokers and resellers who want to provide their customers with instant online counts and list delivery. With Data Select Private Label, in four to six weeks you can enrich your Web site by offering your customers access to Experian's quality data and online list-delivery technology through a user interface consistent with your brand image.

Private Label sites are easily customizable. Choose the logo, color scheme and basic content to reflect your company. Once we receive your configuration requirements, your custom site will be available in four to six weeks.

Do you already have an e-commerce site? If so, Experian's Data Bridge application allows you to seamlessly integrate Data Select's real-time counts and order fulfillment into your existing Web site. Whether you offer print-on-demand or full-service campaign management, Data Bridge gives you the flexibility to create a custom look and feel for your e-commerce site.

The Data Bridge application creates a connection from your Web site to Experian's data repository by providing Active Server Pages (ASP) templates that provide basic count and order functionality. With Data Bridge you have the flexibility to create your own graphic user interface (GUI). Data Bridge is ideal for tech-savvy brokers and resellers who currently have a Web site and the technical resources to develop a customized user interface.

So, are you ready to "strike tanzanite"?

Viewing a demo of Data Select Network is much easier than packing up your shovel, hopping on a plane and taking a long Jeep ride out into the middle of Africa to start digging.

Don't wait a second longer to check out Data Select Network. Contact me now to discuss the extra profit potential waiting for you in this rich opportunity.

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Compliance corner

Due to recent enforcement actions by the Federal Trade Commission and the Direct Marketing Association related to older consumers being victimized by scammers and fraudulent businesses, as of January 30, 2007, Experian began proactively classifying age 65-plus as sensitive data. It is Experian policy that all orders utilizing sensitive data require marketing offer review prior to the order being released.

In keeping with this policy, any orders that select individuals 65-plus will require marketing offer review and approval prior to the order being run. The protocol will be identical to the marketing offer review procedures for other sensitive data such as children's, ethnicity, lender name, personal health and smoker information.

Responsible data management combined with self-regulation is the linchpin that maintains the free flow of marketing data.

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