



news release

Experian CheetahMail named a leader among Email Service Providers

Experian CheetahMail achieves perfect score in customer satisfaction from independent research firm

Sydney, January 2010 — Experian® CheetahMail®, a leading global provider of permission based email marketing services, has been named by Forrester Research as one of the leaders in the December 2009 report, *The Forrester Wave: Email Marketing Service Providers, Q4 2009*.

Experian CheetahMail received perfect scores in numerous categories, most notably Customer Satisfaction, Strength of Employee Base, Vertical Strategy and Financial Viability.

The company has Asia Pacific operations in Hong Kong, Singapore, Sydney, Melbourne, Auckland, Japan, Malaysia, Taiwan and China.

Experian CheetahMail earned the highest scores in the categories Technology Platform and Market Presence (which includes financial viability, total employees, physical locations and geographical reach and customers). According to Forrester: “one hundred percent of its clients that were surveyed by Forrester were highly satisfied with the reliability of the Experian CheetahMail platform”, further emphasising the scope, scale and quality of its global operations.

Overall, Forrester said Experian CheetahMail “has excellent production services capabilities as well as a comprehensive self-service application that caters to 40% of its clients that work with the vendor in that fashion. It earned a perfect customer satisfaction score and has a long history of complex data integrations, as well as a global footprint.”

John Merakovsky, Director, Experian CheetahMail APAC commented: “We always appreciate being recognised as an industry leader. As an organisation built around the innovative technology and stellar service we provide to our clients, their success and satisfaction are the real measures of our achievement.”

He added: “We take great pride in our clients’ programmes, and our 95 percent client retention rate, continued double-digit growth and increasing market share are true testaments of our commitment to providing exceptional value and thought leadership to each and every one of them.”

The Forrester Wave: Email Marketing Service Providers, Q4 2009 evaluated 15 email marketing services providers (ESPs) based on a variety of weighted criteria, including current offering, strategy and market presence. Ratings also were based on Forrester Research's opinion of each ESP's corporate strategy, product road map, vertical strategy and cost. Technology demonstrations and in-depth interviews with a number of customer references and top executives were also included in the evaluation process.

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Contact:

Margaret Lam

Experian

+852 2839 5276

margaret.lam@hk.experian.com

www.experian.com.au

About Experian CheetahMail

Experian CheetahMail is the trusted brand of email marketing. With the industry's largest client services teams, feature-rich email technology and a broad range of data management options, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers. Servicing the world's most recognisable brands, Experian CheetahMail's globally diverse email client base includes Barclays, 1-800-FLOWERS, KLM, Neiman Marcus and Wyndham Hotels. Experian CheetahMail is headquartered in New York City with offices in Los Angeles, San Francisco, London, Dublin, Amsterdam, Paris, Madrid, Barcelona, Düsseldorf, Sydney, Melbourne, Auckland, Singapore, Hong Kong, Beijing and Johannesburg.

For more information, please email enquiry@ap.experian.com.

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 March 31, 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>.

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