

Experian Helps Catalog Marketers Redefine Strategies for Connecting With Green Customers



Marketing expert John Neswadi will present suggestions to strengthen brand loyalty and grow revenue during Webinar hosted by Target Marketing Magazine

Schaumburg, Ill., February 17, 2009

The Green movement is gaining momentum. For marketers, especially catalog marketers, this means understanding customers' behaviors and preferences and how they affect online and offline purchases.

"The most Green-minded consumers comprise 31 percent of the U.S. population," said John Neswadi, director of transactional data for Experian Marketing Services. "Fifty percent of these consumers have made a catalog purchase in the last 24 months from two or more companies and have spent more than \$1,200."

Strengthening brand loyalty and growing revenue begins with understanding the attitudes and behaviors of Green-minded consumers and tailoring messages to resonate with them.

During the Webinar, attendees will learn:

- What the Green movement means to catalogers and retailers
- How Green lifestyles do and do not impact consumers' purchasing activity
- To more accurately evaluate whether marketing strategies should change with Green behaviors

The Webinar will be held on Thursday, Feb. 19, at 2 p.m. Eastern time. To register, visit <http://www.targetmarketingmag.com/links/experianwebinar>.

About Experian

Experian is a global leader in providing information, analytical and marketing services to organizations 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 organizations 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 organizations from financial services, retail and catalog, 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, Calif., and Nottingham, UK. The Group employs approximately 15,500 people in 38 countries worldwide, supporting clients in more than 65 countries around the world. Continuing sales for the year ended March 31, 2008, were in excess of \$4 billion.

For more information, visit www.experianplc.com.