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Communis plc and Equifax Ltd announce partnership

Collaboration promises to change competitive landscape and deliver unparalleled insight into the UK consumer market

Leading marketing services provider Communisis and Equifax have today announced a strategic partnership in the UK. The partnership will create the UK's most accurate and comprehensive marketing database solution. The combined insight available through vast data sources will enable sophisticated personalisation to drive intelligence driven, multi channel, multi staged campaigns. This fully integrated solution, comprising of credit, lifestyle, behavioural, transactional and trigger information will deliver unrivalled analytical capability across multiple sectors.

Communis and Equifax have been working together informally for a number of years and have decided to formalise the relationship as more of their joint clients start to require a fresh approach to targeted marketing. Organisations now need a data strategy that will provide a clear understanding of individual consumer wants and needs. The partnership delivers a significant joint investment into an agile marketing platform that empowers marketers to deliver communications based on real customer intelligence, quickly and cost effectively.

Alistair Blaxill, Executive Director at Communisis commented: "The partnership allows us to deliver unparalleled levels of data granularity and expertise to our customers, across numerous vertical sectors. By working together Communisis and Equifax are able to provide a data solution that delivers actionable insight and allows Marketers to communicate effectively based upon the single customer view that we can provide."

Jim Broom, Strategic Client Director at Equifax added: "Our partnership with Communisis provides a complete database solution. We strive to help clients maximise their marketing effectiveness and spend. It isn't just about pooling disparate data – the collaboration will bring together a collective team of experts and complimentary skill sets that will keep both companies at the forefront of industry innovation."

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For more information please contact:

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Notes to editors

About Communisis

Communisis is a marketing communications and print services business, specialising in helping customers make their communications processes more profitable. Working in partnership with its blue chip clients, Communisis helps to reduce costs and improve the effectiveness of the whole business process of customer communications.

Through its proven experience and scale, it allows clients to transform their customer communications processes by enhancing and deploying customer data; providing technology to automate and streamline workflows; and have world-class production capabilities that can output via print and electronic channels.

About Equifax (www.equifax.com)

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, we leverage one of the largest sources of consumer and commercial data, along with advanced analytics and proprietary technology, to create customized insights that enrich both the performance of businesses and the lives of consumers.

With a strong heritage of innovation and leadership, Equifax continuously delivers innovative solutions with the highest integrity and reliability. Businesses – large and small – rely on us for consumer and business credit intelligence, portfolio management, fraud detection, decisioning technology, marketing tools, and much more. We empower individual consumers to manage their personal credit information, protect their identity, and maximize their financial well-being.

Headquartered in Atlanta, Georgia, Equifax Inc. operates in the U.S. and 14 other countries throughout North America, Latin America and Europe. Equifax is a member of Standard & Poor's (S&P) 500® Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

For further press information on Equifax please contact: Wendy Harrison, Cecile Stearn, Margot Tomkinson or Jenny Staniforth at HSL on 020 8977 9132 / Fax: 020 8977 5200 or Email: wendy@harrisonsadler.com