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September 29, 2010

Greg S. MacLean
Director of Public Works, City of Lincoln
555 South 10th Street
Lincoln, NE 68508-2803

Dear Greg,

I'm writing to you in regard to the impending sale of Experian's facility at 949 West Bond Street to the City of Lincoln.

Experian is proud to be a part of the Lincoln community. We have worked hard to develop strong relationships with our community partners, including the city government, other local businesses and the citizenry at large. Our success as a company is due in large part to our presence in Lincoln and our access to the exceptional Nebraska workforce.

Experian finds itself with a great deal of excess space in our Lincoln facility as a result of change in our clients' requirements. In the past, we required this space for the printing of our customer's direct mail pieces. Today, we no longer produce those printed mail pieces but instead provide our customers with the higher value data, software and analytics required to execute their marketing campaigns. While our business is healthy and growing, we no longer require such large printing facilities to satisfy our clients' needs. Given our diminishing need for the excess space, we find it to be a wasteful and costly challenge to maintain the physical appearance of the 949 W. Bond Street facility to Experian's high standards.

Therefore, the City's purchase of the building makes good sense for both the people of Lincoln and Experian. As a large employer, we can validate that City government's consolidation will help create operational efficiencies and savings making the City of Lincoln an even more effective provider of services. The building's reasonable selling price allows you to continue being a responsible steward of public dollars.

As part of the sale, Experian plans to lease the space we currently need, helping the City generate cash flow. Additionally, Experian plans on investing up to \$500,000 as part of the space consolidation. In doing so, Experian will be remodeling the workplace to create an updated, collaborative and vibrant environment for its staff. The proposed lease and remodel investment further demonstrates Experian's commitment to our long-term relationship with the community.

Thank you for your time.

Kindest regards,

A handwritten signature in blue ink, appearing to read "Russell Tieman".

Russell Tieman
Vice President - Facilities & Administration
Experian