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LEAD CONVERSANT SHAREHOLDER BLUE HARBOUR GROUP COMMENTS ON ALLIANCE DATA TRANSACTION

September 11, 2014, Greenwich, CT – Blue Harbour Group, L.P., a lead shareholder of Conversant Inc. owning approximately 4.75% of its common shares, today commented on Conversant’s agreement to be acquired by Alliance Data Systems Corp. for \$35 per share in cash and stock.

David A. Silverman, a Managing Director of Blue Harbour Group, said, "Conversant is a profitable and strategically attractive leader in digital marketing, led by a Board and management team that have taken decisive actions in recent years to focus the company on its most valuable businesses. We believe that Conversant had many avenues available to it to create shareholder value, and we congratulate the leadership of Conversant and Alliance Data on a transaction that will benefit both companies and their shareholders."

Blue Harbour Group was formed in 2004 to pursue an Active Ownership investment strategy by acting as a lead minority shareholder primarily in U.S. publicly traded companies, and working collaboratively with managements and boards to identify initiatives to create and unlock shareholder value.

Blue Harbour manages more than \$3 billion of capital on behalf of pension funds, endowments, sovereign wealth funds and other institutional investors.

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