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Equifax Mobile App Provides Users Free Access to Credit and Fraud Data

Equifax app features real-time access to credit file information and soon credit scores

ATLANTA, Jan. 24, 2011 /PRNewswire/ -- Equifax (NYSE: EFX) today announced that the latest version of its Equifax Mobile app is available for download on iPad™, iPhone® and iPod touch®. The updated app now includes Equifax Places enabling users to use their GPS location to see credit and fraud averages by zip code, anywhere in the United States. Coming in February, Equifax Mobile app users will be able to access their credit scores. Equifax monitoring product subscribers can also protect the power of their credit and identity on-the-go with real-time access to their credit file, including the ability to lock and unlock their Equifax Credit Report™.

(Logo: <https://photos.prnewswire.com/prnh/20060224/CLF037LOGO>)

Equifax Mobile App Key Features:

- # Equifax Places*
 - Equifax Credit Rankings™ - Credit averages such as total debt, utilization, and late payments
 - Equifax Fraud Index™ - Frequency of fraud by age, gender, income, and credit score
- # Equifax Credit Report Control™ - Ability to lock and unlock your Equifax Credit Report**
- # Equifax Web Detect™ - Find out if your sensitive personal information is found on suspected Internet trading sites***
- # Alerts of key changes to your Equifax, Experian or TransUnion credit files (e.g. account balance increase/decrease, activity on dormant accounts, new account openings)

For more information about Equifax Mobile, visit www.equifax.com/mobile, or to download the free Equifax Mobile app, visit the App Store(SM) at <http://itunes.apple.com/us/app/equifax-mobile/id347634120>.

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(R) Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

* Equifax Places is free to use and does not require an Equifax membership.

** Locking your credit file with Equifax Credit Report Control will prevent access to your Equifax credit file by certain third parties, such as credit grantors or other companies and agencies. Credit Report Control will not prevent access to your credit file at any other credit reporting agency, and will not prevent access to your Equifax credit file by companies like Equifax Personal Solutions which provide you with access to your credit report or credit score or monitor your credit file; Federal, state and local government agencies; companies reviewing your application for employment; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; for fraud detection and prevention purposes; and companies that wish to make pre-approved offers of credit or insurance to you. Requires active subscription to eligible Equifax monitoring product.

*** WebDetect scans thousands of internet sites where consumers' personal information is suspected of being bought and sold, and is constantly adding new sites to those it searches. However, the internet addresses of these suspected internet trading sites are not published and frequently change, so there is no guarantee that WebDetect is able to locate and search every possible internet site where consumers' personal information is at risk of being traded. Requires active subscription to eligible Equifax monitoring product.

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