

September 6, 2011



# Equifax Acquires Datum, the Leading Costa Rican Credit Data Company

ATLANTA, Sept. 6, 2011 /PRNewswire/ -- Equifax Inc., (NYSE: EFX) a global information solutions provider, announced today that it has acquired Datum, the leading national credit reporting company in Costa Rica. Financial details of the transactions were not disclosed.

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

Datum collects, synthesizes and provides consumer credit data to banks, telecommunications companies, retail and insurance businesses across Costa Rica. The company is headquartered in San Jose.

"The acquisition of this innovative, market-leading company is an indication of our commitment to the rapidly growing Costa Rican market, and further confirmation of our strategy to grow our presence internationally," said Paulino R. Barros, Equifax President – International. "We will be able to offer Costa Rican businesses expanded products and services providing unprecedented financial insights to help them manage and grow their businesses."

Equifax currently operates a global Shared Services Center in Costa Rica that provides IT, data processing and customer support. In 2010, the company doubled the size of the Center, where it has more than 500 employees.

## About Equifax

Equifax is a global leader in consumer and commercial information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates in four continents and 15 countries, is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange under the symbol [EFX](https://www.equifax.com). For more information, please visit [www.equifax.com](https://www.equifax.com).

SOURCE Equifax Inc.