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Equifax Launches Program to Address Credit Literacy Among U.S. Hispanic Consumers

Equifax is among the first in its industry to target the Hispanic market

ATLANTA, June 5, 2012 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) announced today that its Personal Solutions unit is launching an innovative program to address credit literacy among U.S. Hispanic consumers, including a Spanish-language web site (www.equifax.com/espanol) and three Spanish-language products.

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

Equifax is among the first of the major consumer credit product companies in the U.S. to target Hispanics with a program to educate the community on the importance of credit and also empower consumers with educational resources, products and tools to make sound decisions. Both the web site and products have been designed to meet the unique needs and preferences of the Hispanic consumer.

Equifax has collaborated with a trusted financial advisor and media personality in the Hispanic community, [Julie Stav](#), to develop and launch this important program. Stav engages millions of Hispanic consumers each month through her national radio show, *Tu Dinero con Julie Stav*, and other media platforms. She is now serving as the Equifax program's ambassador, generating awareness and promoting engagement among Hispanic consumers.

"Understanding and serving the Hispanic market is and will continue to be critical to the success of any company in the U.S. We're proud to be among the first consumer credit product companies to launch an initiative specifically designed for this market," said Trey Loughran, president, Equifax Personal Solutions. "Hispanic buying power in the United States is increasing significantly every year, and these consumers must understand and have access to credit to purchase homes, cars and other significant items. It's why we created this program and why we are teaming with Julie Stav, an expert in understanding Hispanic consumers' personal finance and credit education needs."

The Hispanic population in the U.S. is expected to grow 167 percent from 2010 to 2050, according to the U.S. Census. Hispanic buying power in the U.S. is estimated to be \$1.2 trillion in 2012 and is projected to increase to \$1.5 trillion in 2015, according to the Selig Center for Economic Growth.

Equifax's Spanish-language web site for Hispanic consumers features educational content on a range of credit-related topics, including broad use of video and graphics. The site also features a new credit monitoring subscription product and two credit reporting products. For more information, visit www.equifax.com/espanol.

"Everything we are doing with our Hispanic-focused initiative — from the educational web site and Spanish-language products to the relationship we have developed with Julie Stav — ties directly to the Equifax Personal Solutions mission: empowering consumers to be their financial best," said Loughran. Our Spanish-language program and offerings enable us to reach, educate and empower many more people."

About Equifax

Equifax Personal Solutions empowers consumers with the confidence and control to be their financial best. Find out more about Equifax's innovative suite of credit monitoring and identity theft protection products designed to enable consumers to maximize their financial well-being at www.equifax.com. Get smart information on everything from credit to retirement, all in one place at the Equifax Finance Blog, www.blog.equifax.com.

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 or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. For more information, please visit www.equifax.com.

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