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Equifax Chairman and CEO Rick Smith Discusses Company's Growth Strategy Via Video Presentation

ATLANTA, July 12, 2012 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced it is adding video technology to its Investor Relations site to share periodic updates on company developments.

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

Today's inaugural video features Chairman and CEO, Richard F. Smith, along with Senior Vice President of Investor Relations, Jeff Dodge, who will discuss the company's growth strategy via a video presentation on the Equifax corporate Web site at www.equifax.com/investor_center/en_us.

About Equifax

Equifax is a global leader in consumer, commercial and workforce information solutions, that provides businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 500 million consumers and 81 million businesses worldwide, and uses 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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