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Equifax Enhances Accuracy of Lenders' Targeted Marketing Campaigns With Prescreen Direct(TM)

Equifax Expert Rosie Biundo Discusses Strategic Leveraging of Latest Prescreening Tools in Three-Part Video Series

ATLANTA, June 5, 2014 (GLOBE NEWSWIRE) --[Equifax Inc.](#) (NYSE:EFX), a global information solutions company, announced the availability of [Prescreen Direct™ with Property](#), which helps to improve the accuracy of targeted marketing campaigns for lenders, enabling them to better match and offer mortgage and home equity products to consumers who are most likely to make a purchase.

According to Equifax, more than 63% of consumer finance loans today are high risk, so accurately targeting prospective borrowers and making appropriate offers is more critical than ever. Additionally, rising interest rates have caused mortgage refinance rates to drop, and as a result, lenders are looking for more effective ways to generate new revenues in order to help overcome lost margins from the shrinking refinance market. By leveraging comprehensive property and consumer credit data, Prescreen Direct provides lenders with valuable insight that enables them to seek out and secure new business.

In a three-part video series, Rosie Biundo, Senior Director of Product Marketing for Mortgage Services at Equifax, discusses the importance of prescreening tools in today's environment, such as:

- [Remaining Competitive as Origination Volumes Decline](#)
- [Choosing the Right Marketing/Acquisition Tool](#); and
- [The Targeting Insight Necessary to Identify Mortgage Borrowers](#).

"By targeting the right people at the right time with the right offer, lenders can improve response and conversion rates and consistently fill their pipelines with healthy loans," said Biundo. "As a fully configurable solution, Prescreen Direct provides lenders with the flexibility to tweak marketing campaigns so that they can offer consumer-specific products and capitalize on their home equity business."

About Equifax, Inc.

Equifax is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled

customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 19 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. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the FinTech 100. For more information, please visit www.equifax.com/mortgage.

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