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Equifax Named a Founding Partner of New Atlanta Stadium

Continued partnership aims to expand company's philanthropic reach & branding

ATLANTA, April 28, 2015 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) announced today it will be one of the 14 founding partners of the new Atlanta stadium set to open in 2017. The agreement continues a multi-year relationship between the global consumer and business information solutions leader and the Atlanta Falcons, and underscores the company's investment in the Atlanta community, where Equifax is headquartered.



NEW ATLANTA STADIUM

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"Equifax has proudly supported the Falcons for the past four years, and we are excited to expand our relationship with the Falcons and The Arthur M. Blank Family Foundation," said Equifax Chairman and Chief Executive Officer, Richard F. Smith. "For Equifax, this agreement is like making the first pick in the NFL draft because it allows us to be the exclusive credit and identity information partner of our hometown Atlanta Falcons and new MLS Atlanta team, and to make significant contributions to communities located on the Westside of Atlanta."

The Falcons and Equifax first became partners in September 2011. That announcement marked Equifax's first NFL sports team sponsorship in its then 112-year history.

"We are very pleased to continue our partnership with Equifax for another decade," said Arthur Blank, owner and chairman of the Atlanta Falcons. "Equifax will help us enhance the fan experience at the stadium and, along with our foundation, make a meaningful difference in the lives of the residents in communities surrounding the new stadium."

The new 10-year partnership agreement with AMB Sports & Entertainment will give the company a premier presence in the new stadium, including a branded zone that will provide Equifax the opportunity to engage new stadium patrons on each of the three main concourses inside the new structure. The partnership includes joint promotions, branded radio segments, prominent signage at the new stadium, on-field contests, digital programming and other advertising related to the company's credit monitoring and identity

protection products.

"We're excited to have Equifax as a founding partner of the new stadium," said Rich McKay, president and CEO of AMB Sports & Entertainment. "Equifax is a valued partner that not only provides a valuable service to our players, associates and fans, but also cares about our communities, including the Westside neighborhoods."

As a founding partner of the new stadium, Equifax looks forward to sponsoring the Atlanta Falcons and welcoming and sponsoring Atlanta's new Major League Soccer team, which will host 17 to 20 matches each season in the new stadium when it begins play in 2017. MLS Atlanta has already amassed more than 19,000 season ticket seat deposits.

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 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 enables 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 2014, Equifax was nominated as a Bloomberg BusinessWeek Top 50 company; its CIO was listed as one of the top 100 by CIO magazine; and the company was named to the Fintech 100 list, was recognized as a top 20 company to work for by the Atlanta Journal-Constitution, and was named a 2014 InformationWeek Elite 100 Winner. For more information, please visit www.equifax.com.

About New Atlanta Stadium

The new home of the Atlanta Falcons and MLS Atlanta will be ready for play in spring 2017. The stadium will feature flexible capacity that can expand to up to 83,000 seats; a retractable roof structure inspired by the oculus in the ancient Rome Pantheon; views of the Atlanta skyline; a 360-degree HD video halo board that, at five-stories tall and 1,100 linear feet in diameter, will be the largest in the NFL and the world; an exterior fan plaza that will provide fans with pre- and post-game entertainment; and a technology lounge offering a unique game-day experience full of media content and full game-day immersion.

For more information on the new Atlanta stadium and to view project renderings, photos and construction progress, visit www.newatlantastadium.com and follow [@NewATLStadium](https://twitter.com/NewATLStadium).

About AMB Sports & Entertainment

AMB Sports & Entertainment (AMBSE) is a subsidiary of AMB Group, LLC, and is comprised of the Atlanta Falcons Football Club, LLC, the new Atlanta stadium project, and MLS Atlanta. AMBSE is working with Premier Partnerships, based in Santa Monica, CA on naming rights and founding partnerships for the new Atlanta stadium.

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