

October 14, 2015



Equifax Celebrates Falcons 50th Anniversary with Tribute to Team's History

Company Sponsors "Greatest Moments" Voting

ATLANTA, Oct. 14, 2015 /PRNewswire/ -- Continuing its long-standing partnership with the Atlanta Falcons, Equifax Inc. (NYSE: EFX) announced today its sponsorship of an online voting experience that allows Falcons fans to select the greatest moments in the team's 50-year history.



The "Greatest Moments in Falcons History" voting platform (www.atlantafalcons.com/50) is separated into four categories: Milestones, Players & Plays, Games, and Off Field. Moments are pitted against each other in a bracket-style system, with fans voting for their favorite moments until the championship round ends on December 15.

"Equifax is proud to continue our partnership with the Atlanta Falcons as we move into the fifth year with the organization," said Trey Loughran, Chief Marketing Officer at Equifax. "Through this fan voting experience, we not only have the opportunity to celebrate the illustrious and rich history of the Atlanta Falcons, but also provide valuable education and helpful information to consumers about the importance of monitoring their credit and protecting themselves from identity theft."

The Falcons and Equifax first became partners in September 2011. That announcement marked Equifax first NFL sports team sponsorship in its then 112-year history. In addition to the voting, fans are also invited to enter a [sweepstakes](#) in which the winner will win two 2016 Falcons season tickets. The sweepstakes end January 5.

"We are thrilled to have Equifax as a partner and this unique interactive voting platform allows fans the opportunity to celebrate 50 seasons of Atlanta Falcons football," said Jim Smith, Executive Vice President and Chief Marketing & Revenue Officer of the Atlanta Falcons.

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.

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

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/equifax-celebrates-falcons-50th-anniversary-with-tribute-to-teams-history-300159373.html>

SOURCE Equifax Inc.