

October 9, 2013



Equifax Enhances Underwriting Decisions for Lenders and Businesses With Release of Advanced Decisioning Attributes

ATLANTA, Oct. 9, 2013 (GLOBE NEWSWIRE) -- Equifax (NYSE:EFX) has launched Advanced Decisioning Attributes, a set of analytical building blocks that enhances the ability to make predictive underwriting decisions.

Equifax Advanced Decisioning Attributes delivers more than 500 tri-bureau-enabled consumer credit attributes that can be leveraged in all aspects of account lifecycle, from customer acquisition to account management.

"Equifax Advanced Decisioning Attributes has been specifically designed to support our customers' decisioning policies – both today and as they evolve over time. A clear and current perspective into consumer behavior is the foundation of consistent credit decisions that support key business strategies throughout the entire customer lifecycle," said John Cullerton, Senior Vice President, Product Innovation and Management, Equifax.

As our customers evaluate the marketplace to determine proper business strategies, this product offers a comprehensive and streamlined solution for solving the challenges associated with differentiated attributes across multiple bureaus.

Advanced Decisioning Attributes can be delivered through the Equifax Attribute Navigator tool. This tool gives our customers flexibility to create, manage and customize attributes. The tool can integrate with a wide variety of data sources and can return attributes and values within virtually any platform, enabling our customers' internal teams to perform deeper, more strategic analysis to support critical business objectives.

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 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.

CONTACT: Meredith Griffanti
Media Relations
(404) 885-8913

meredith.griffanti@equifax.com

Source: Equifax Inc.