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# Equifax Helps Marketers Match the Right Prospects with the Right Offers

## TargetConnect Optimizes Invitation to Apply Process, Drives Business at Point-of-Sale

LAS VEGAS, Oct. 14 /PRNewswire-FirstCall/ -- Equifax (NYSE: EFX) today announced at the Direct Marketing Association (DMA) 2008 Annual Conference the launch of a marketing solution that enables marketers to identify new, profitable customers at the point of sale. TargetConnect(TM) uses Equifax's industry-leading demographic and lifestyle data to help businesses identify new, profitable customers and make more informed cross-sell decisions.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060224/CLF037LOGO> )

"Faced with challenging economic conditions, businesses must find ways to quickly determine which products are best suited to which customers, a process which requires access to both market and purchase data," said Dann Adams, president, Consumer Information Solutions, Equifax. "TargetConnect gives businesses real-time access to industry-leading data, enabling them to personalize marketing offers, cross-sell products and make better decisions for higher ROI."

From banks and insurers to retailers and telecommunications providers, businesses can use TargetConnect to better understand the demographic and behavioral makeup of their customer segments. The new solution offers access to Equifax's rich data sources, including its demographic and lifestyle databases -- Total Source XL(TM) and Lifestyle Selector(R), the direct marketing industry's most comprehensive database of self-reported consumer information.

For businesses, the success of inbound marketing efforts and the opportunity to connect with customers depends on their ability to integrate purchase data while leveraging extensive data assets in real time. Using TargetConnect, marketers can compare the profiles of existing profitable customers with demographic, lifestyle and behavior data of prospects -- when they are in buy mode. With instant access to this level of insight, marketers are equipped to customize sales offers to match consumer preferences and ultimately capture more business at the point of sale.

To further improve the effectiveness of marketing and customer relationship activities, Equifax offers a data integration solution to help businesses manage and link consumer information. Connexus(R) consolidates all of a company's customer data by assigning unique identifiers or "keys" to every consumer and using supercomputing technology to match data records. By enabling better tracking and consolidation of customer information, businesses can eliminate inefficiencies associated with multiple databases and improve direct marketing response rates.

TargetConnect and Connexus are part of the company's portfolio of marketing solutions that help businesses maximize their marketing efforts and manage and grow their customer bases. For more information about Equifax marketing services, visit <http://www.equifaxmarketingservices.com> .

About Equifax Inc. ( <http://www.equifax.com> )

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, we leverage one of the largest sources of consumer and commercial data, along with advanced analytics and proprietary technology, to create customized insights that enrich both the performance of businesses and the lives of consumers.

Customers have trusted Equifax for over 100 years to deliver innovative solutions with the highest integrity and reliability. Businesses -- large and small -- rely on us for consumer and business credit intelligence, portfolio management, fraud detection, decisioning technology, marketing tools, and much more. We empower individual consumers to manage their personal credit information, protect their identity, and maximize their financial well-being.

Headquartered in Atlanta, Georgia, Equifax Inc. employs approximately 7,000 people in 15 countries through North America, Latin America and Europe. Equifax is a member of Standard & Poor's (S&P) 500(R) Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

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