

October 20, 2009



Equifax's Kerry Morris to Serve as Panelist at DMA 09 Conference

Session to Address Emerging Trend in User-Centric Data Technologies

What: User-centric Internet technologies are giving consumers unprecedented control over how their personal information is used online. In a panel entitled "User-Centric Identity & Internet Marketing: Friends or Foes?", Equifax's Kerry Morris will share his insights on this emerging trend and other technology developments. Joining Morris on this panel are thought leaders from Microsoft, Azigo, Inc., Privo Inc. and Rely ID who will discuss the impact of these technologies on business and best practices that marketers can adopt to position themselves for success. Paul Trevithick, Chair of the Information Card Foundation (ICF) and Chief Technology Officer of Azigo, will moderate the panel being held in conjunction with the Direct Marketing Association (DMA) 2009 Conference in San Diego.

This one-hour, interactive panel is open to members of the media and intended for marketers of e-commerce sites and online retailers.

Who: Kerry Morris is vice president of Equifax Product Management, where he leads the company's interactive marketing business. As a panelist, Morris will discuss how user-centric technologies can enable marketers to play a valuable role in this transformative trend in consumer behavior. Specifically, he will address the impact of these technologies on marketers responsible for:

- e-commerce channels
- Internet CRM
- Online advertising

"Despite significant growth in web marketing, only a small percentage of consumers make online purchases and few actually click on web ads," said Kerry Morris, vice president of product management, Equifax. "While giving marketers more consumer information will increase their effectiveness online, the data must be shared in a way that absolutely protects consumer privacy. Information Cards can deliver very rich new data while enabling consumers to remain in complete control so that their privacy is protected."

When: Wednesday, October 21, 10:00 - 11:00 PDT

Where: Room 7B

Contact: To schedule an interview with Kerry Morris, please contact Tim Klein at 404.885.8555, tim.klein@equifax.com or Jennifer Costello at 404.885.8907, jennifer.costello@equifax.com.

About Equifax (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.

With a strong heritage of innovation and leadership, Equifax continuously delivers 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.

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