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Equifax Launches Latest Monitoring Product Featuring More Complete Credit and Identity Protection

ATLANTA, May 5, 2011 /PRNewswire/ -- Equifax (NYSE: EFX), a leading provider of credit information, risk management and identity services announced the launch of its latest consumer credit monitoring products [Equifax Complete Advantage Plan™](#) and [Equifax Complete Premier Plan™](#). Equifax Complete subscribers can get a complete picture of how lenders may view them and help better protect their personal information from misuse all in one product.

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

"Consumers are looking for the ability to monitor their credit and the benefit of identity protection in one product," says Trey Loughran, president of Equifax Personal Information Solutions. "Equifax Complete provides consumers with access to our most comprehensive credit and identity protection product features—together."

Equifax Complete empowers consumers with the confidence of credit monitoring and the peace of mind of identity protection and includes the most comprehensive line-up of consumer product features from Equifax. Subscribers can choose between the Advantage and Premier Plans which both include credit monitoring and identity protection essentials like credit scores, three-bureau credit monitoring, the Automatic Fraud Alert* feature, and identity theft insurance.

For more information about *Equifax Complete*, visit www.equifax.com/complete.

About Equifax

Equifax is a global leader in commercial and consumer information solutions, leveraging one of the largest sources of business credit intelligence, portfolio management, income, employment and wealth verification, identity authentication/fraud detection and marketing demographic data worldwide.

Through its unique data and analytical insights, powered by proprietary technology, Equifax delivers customized, high-value decisioning solutions to more than 4.4 billion accounts in 81 million businesses and provides millions of individual consumers with information and services to support management of their personal credit information and protection of their identity that are vital to their financial well being. Headquartered in Atlanta, Ga., Equifax Inc. spans four continents and 16 countries, is a member of Standard & Poor's (S&P) 500® Index and its common stock is traded on the New York Stock Exchange under the symbol [EFX](#). For more information, please visit www.equifax.com.

**The Automatic Fraud Alert feature is made available to consumers by Equifax Information*

Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

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