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Equifax's SVP of Global Internet Solutions Receives 2009 CIO Ones to Watch Award

ATLANTA, May 8 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) announced that Ed Smith, Sr. Vice President of Global Internet Solutions, has been selected as a recipient of the 2009 Ones to Watch award from IDG's *CIO* magazine and the CIO Executive Council. The CIO award recognizes 25 rising stars in Information Technology who bring tremendous leadership, innovation and value to their organization and have the potential to become future CIO's.

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

The awards ceremony was held on May 4, 2009, at Sawgrass Marriott Golf Resort and Spa in Ponte Vedra Beach, FL. during *CIO* magazine's Leadership Event. After accepting the award, Smith said, "It is an honor to be recognized among such a talented group of professionals. I am excited to share this honor with my entire team, who have been extraordinarily effective, cooperative and collaborative. Exceeding our goals would not have been possible without their outstanding support and dedication."

Smith was named SVP of Global Internet Solutions in January 2007, where he helps ensure world-class service delivery and is responsible for software development (onshore/offshore) and operations support for Equifax's Global Internet Solutions business, which has more than 40 million consumers in the U.S., U.K. and Canada. He is also a member of Equifax's Growth Council, an executive leadership team focused on expanding the scope and scale of the company's business.

"We congratulate Ed and his entire team on this important recognition. Outstanding leadership is critical to IT's ability to add real and sustained value to the enterprise. Ed's receipt of the CIO Ones to Watch award is another important indication that Equifax is leveraging people, process and technology to drive competitive advantage," said Robert Webb, Chief Information Officer who nominated Ed for this award.

"The Ones to Watch honorees are great technologists, project managers, information architects and risk managers. The one thing they all have in common is their ability to lead," says Maryfran Johnson, *CIO* editor in chief.

About CIO Magazine and the CIO Executive Council

Launched in 1987, *CIO* magazine addresses issues vital to the success of chief information officers (CIOs) worldwide. The CIO portfolio includes an award-winning website (www.CIO.com), *CIO* magazine, CIO Executive Programs and the CIO Executive Council. CIO properties provide technology and business leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of 200 awards to date, including two Grand Neals from the Jesse H. Neal National Business Journalism Awards and

two Magazine of the Year awards from the National Society of Business Publication Editors. CIO magazine is published in more than twenty-five countries, including Australia, Canada, Germany, South Korea and Sweden. CIO Executive Programs--a series of face-to-face conferences including CIO The Year Ahead Summit and the CIO 100 Symposium & Awards--provide educational and networking opportunities for pre-qualified corporate and government leaders. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO magazine, CIO.com, CIO Executive Programs and the CIO Executive Council are produced by International Data Group's award-winning business unit: CXO Media Inc.

About Equifax Inc. (www.equifax.com)

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, employment and income verification and human resources business process outsourcing services, 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, HR/payroll services, 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. operates in the U.S. and 14 other countries throughout 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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