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What's in A Name? Equifax Identity Report Adds Credibility to Person-to-Person Transactions Online or Offline

New product enables users to verify another's identity or prove their own

ATLANTA, Aug. 31 /PRNewswire-FirstCall/ -- Equifax, Inc. (NYSE: EFX), announced today an addition to its Personal Information Solutions suite of identity protection and credit monitoring products, *Equifax Identity Report*(TM). An Equifax Identity Report provides consumers with a high-level snapshot of their identity information and a summary of their credit standing for their own review or to share with others.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090831/CL68134-a>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090831/CL68134-b>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090831/CL68134-c>)

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

Whether purchasing products in online auctions, renting an apartment, buying a used car, hiring a nanny or even meeting someone through an online dating site, knowing that someone is who they say they are is important. For a one time fee of \$9.95, consumers can share their *Equifax Identity Report* with anyone they choose for 30 days and leverage the power of their good name to prove their identity. Consumers can also conduct person-to-person business with more confidence by requesting another's *Equifax Identity Report* to review before completing a transaction.

A shared version of an *Identity Report* would permit the recipient to see a subject consumer's name, city and state of residence, and age range, as well as other indicators, including confirmation that their Social Security number is not associated with fraud, and that their address is a valid residence. If the subject consumer chooses to share their Equifax Credit Score Card(TM) with a recipient, the recipient would also be able to see the consumer's credit score range (e.g. 280-559 Bad; 660-724 Good)--not their actual credit score--along with a brief descriptor. View a sample Equifax Identity Report at www.equifax.com/identity-report.

When a consumer obtains their Equifax Identity Report, it includes their:

- Detailed identity verification report
- Equifax Credit Score Card(TM) (includes high-level credit summary and credit score range)
- A copy of their Equifax Credit Report(TM) (viewable by the subject consumer only)

- A snapshot view of their Identity Report that they can view before deciding whether or not to share it with others; and
- Unlimited ability to share their Identity Report snapshot at no additional charge for 30 days (the contents of the shared report do not update and are only available to be viewed by the recipient for 14 days)

Identity Report users are always in control of who their report is shared with. They have the opportunity to review their report before deciding whether to share it with someone, as well as the ability to customize some of the information that a report recipient can see. *Identity Report* users can even keep track of what reports they have shared and who has viewed them, as well as the reports others have shared with them by using the Identity Report Mailbox feature. What's more, sharing the report is secure - because the recipient must also verify their identity with Equifax before they are able to view another person's Identity Report.

"A growing number of business transactions today originate online with the click of a mouse," says Steve Ely, President, Equifax Personal Information Solutions. "It's not uncommon for consumers to hire a contractor, sell a car, or even rent their vacation home without having any idea about a person's identity or reputation. With Equifax Identity Report, consumers can feel more confident and comfortable about person-to-person transactions because it helps them to verify someone else's identity without ever having to meet them in person."

Equifax's suite of identity protection and credit monitoring products are designed to help consumers protect the power of their identity, take control of their credit and maximize their financial well being. Learn more about Equifax Identity Report at www.equifax.com or connect with us on Facebook at www.facebook.com/equifax.

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.

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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