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# Equifax ID Patrol(TM) Fills Gap In ID Theft Protection Left By Competitors

## ID Patrol provides consumers the most comprehensive protection with new Automatic Fraud Alert(TM) feature

ATLANTA, Oct. 22 /PRNewswire-FirstCall/ --Equifax (NYSE: EFX) today announced the upcoming availability of its new *Automatic Fraud Alert(TM)*\* feature. The Automatic Fraud Alert feature will enable consumers to place an initial 90-day fraud alert on their credit file and have it automatically renewed every 90 days. New and existing subscribers to *Equifax ID Patrol(TM)* will automatically receive access to the feature for FREE as a part of their paid membership.

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

Fraud alerts have been recognized as one of the strongest methods of identity protection. With access to the Automatic Fraud Alert feature, *Equifax ID Patrol* subscribers will now have even more protection against one of the most insidious forms of identity theft, new account fraud.

"Some companies are great at making big promises of better, broader protection and touting claims of more sophisticated and scientific methods to detect identity fraud," says Steve Ely, president, Equifax Personal Information Solutions, "yet fraud alerts and credit monitoring remain two of the best ways consumers can protect their identity."

Consumers rank fraud alerts as the most effective method for identity protection with credit monitoring following closely behind, according to the recent Javelin Strategy and Research *2009 Consumer Identity Protection Services Scorecard*, which analyzed the service offerings of more than 20 identity protection services. *Equifax ID Patrol* includes both credit monitoring and now access to the Automatic Fraud Alert feature. *Equifax ID Patrol* also earned the distinction of "*Best in Class*" for Credit Monitoring Services in the Javelin report based on key factors such as consumer satisfaction, product features and overall product value.

*Equifax ID Patrol* leverages one of the largest sources of consumer data, advanced analytics and proprietary technology combined with exclusive product features to alert consumers of potential instances of fraud sooner, minimize their exposure to financial damages and reduce their personal risk of becoming victims of identity theft. Only *Equifax ID Patrol* delivers total identity protection--protection, detection and resolution with:

- Free access to the Automatic Fraud Alert feature, that allows you to place an automatically renewing 90-day fraud alert on your credit file.
- Monitoring of your credit files with all three nationwide credit reporting agencies and alerts of key changes.
- Alerts if your personal information is found on suspected Internet trading sites.
- \$1 Million of Identity Theft Insurance\*\*--real insurance, not a service

guarantee.

- And, should the worst happen, access to a trained Identity Theft Resolution Specialist\* who will help you fight back 24 hours a day, seven days a week.

*Equifax ID Patrol* is a part of Equifax's suite of identity protection and credit monitoring products available to help proactive consumers protect their identity, understand their credit and maximize their overall financial well-being. For more information about *Equifax ID Patrol*, visit [www.equifax.com/idpatrol](http://www.equifax.com/idpatrol).

*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 understand 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® Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX. [www.equifax.com](http://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. This feature will be available in November 2009.*

*\*\*Insurance underwritten by member companies of American International Group, Inc. The description herein is a summary only. It does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for complete details of coverage and exclusions.*

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