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## **Equifax Named Top 25 Financial Technology Leader in 2007 FinTech 100**

ATLANTA, Nov. 8 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) today was named as a technology leader in the 2007 FinTech 100 list by American Banker and Financial Insights. The company ranked 24th in this prestigious annual listing of technology companies that derive more than one-third of their revenue from the financial services industry.

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

"As a global information solutions company, Equifax continually invests in technology and innovation, which play an integral role in how we support the needs of our customers," said Rajib Roy, president, Enabling Technologies, Equifax. "Our ranking on the FinTech 100 demonstrates how these investments are positioning us to meet the evolving needs of our customers -- now and in the future."

The FinTech 100 ranking is compiled by American Banker, SourceMedia's flagship publication for banking and financial services professionals, and Financial Insights, a leading independent research and advisory firm. This marks the fourth year that Financial Insights and American Banker have partnered to recognize financial technology leaders. Companies named to this list are selected based on their primary business, key application solution or vertical industry, and 2006 total annual revenues.

Equifax and other 2007 winners will be honored at the Bank Administration Institute (BAI) Retail Delivery Conference & Expo November 13 - 15 in Las Vegas. Equifax will showcase many of its technology solutions in booth #1245 at the BAI Conference.

Equifax has earned a strong reputation in the marketplace for its continued investment in new technologies. In fact, 30 of the top 50 banks, as ranked by American Banker, rely on Equifax's decisioning solutions and more than 30 percent of Equifax customers now use an Enabling Technology platform in their online transactions.

About Equifax Inc. ([www.equifax.com](http://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.

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, 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. employs approximately 7,000 people in 14 countries through 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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