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Equifax Recognized as Top 20 Financial Technology Leader in 2008 FinTech 100

ATLANTA, Nov. 20 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) today announced that it was named a technology leader in the 2008 FinTech 100 list by American Banker and Financial Insights. The company ranked sixteenth in this prestigious annual listing of technology companies that derive more than one-third of their revenue from the financial services industry. This marks the fourth consecutive year that Equifax, a global leader of information solutions, has placed on the FinTech 100.

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

"Equifax recognizes that technology and innovation will play an integral role in enabling businesses to navigate the challenges of today's economy," said Rajib Roy, president, Technology Services, Equifax. "This honor demonstrates Equifax's continued investment in new product development and technologies that can help transform the way businesses address industry demands and evolving customer needs as part of a broader business strategy."

"Our ranking is an indication that we are succeeding in our efforts to create and deliver relevant technology solutions for our customers, which is helping us grow our business," said Rob Webb, Chief Information Officer for Equifax.

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 fifth 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 2007 total annual revenues.

Equifax and other 2008 winners were honored at the Bank Administration Institute (BAI) Retail Delivery Conference & Expo November 18 - 20 in Orlando. Equifax will showcase many of its technology solutions in booth #919 at the BAI Conference.

Equifax has earned a strong reputation in the marketplace for its continued investment in new technologies. Its technology solutions benefit customers across a number of industries, including financial services, retail and telecommunications and utilities, to name a few. For more information about Equifax Technology Services, visit http://www.equifax.com/consumer/risk/account_opening/en_us

About Equifax Inc. (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 manage 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 15 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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