

June 1, 2010



Equifax to Present at Keefe, Bruyette & Woods 2010 Diversified Financial Services Conference

Thursday, June 3 at 1:20 PM EDT

ATLANTA, June 1 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) today announced that its Chief Financial Officer, Lee Adrean, will present at the Keefe, Bruyette & Woods 2010 Diversified Financial Services Conference at the St. Regis Hotel in New York City on Thursday, June 3 at 1:20 p.m. EDT. Mr. Adrean will discuss Equifax's financial profile and strategy for leveraging its unique data assets, technology and analytics leadership and innovative solutions to drive business initiatives.

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

Visit www.kbw.com/news/conference_DivFin2010_Webcast.html to hear a live webcast of the discussion. An archive of the presentation will be available on the Equifax corporate Web site at www.equifax.com/investor_center/en_us.

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 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.

SOURCE Equifax Inc.