

June 7, 2010



# Equifax Launches New Personal Finance Blog

## Finance experts partner with credit reporting powerhouse to create online consumer finance resource

ATLANTA, June 7 /PRNewswire-FirstCall/ -- Equifax announced today the launch of the **Equifax Personal Finance Blog**. The Equifax blog aims to inform and educate consumers about personal finance topics and features weekly insights and practical information from top consumer finance experts — Ilyce Glink (Real Estate), Daniel Solin (Investment), Eva Rosenberg (Tax) and Linda Rey (Insurance), as well as a team of Equifax subject matter experts covering select credit-related topics.

(Logo: <https://photos.prnewswire.com/prnh/20060224/CLF037LOGO> )

The **Equifax Personal Finance Blog** marks the company's latest Web 2.0 effort to further engage with consumers and transform its website, [www.equifax.com](http://www.equifax.com), into a trusted consumer resource and destination for topical personal finance information. Equifax also boasts an iPod app, a Facebook Fan Page, and a new Twitter profile (@EquifaxPFB).

"Now, more than ever, consumers are searching for information and answers about their credit and finances," says Trey Loughran, President, Equifax Personal Information Solutions.

"We created the Equifax Personal Finance Blog as a destination for consumers to find sensible, straightforward information and insights to help them make informed decisions about their day-to-day finances."

Every day on the blog, consumers will find new posts and helpful answers on topics like:

- 4 Myths About Your Credit History
- Tax Talk Before Marriage
- To Convert to Roth IRA or Not: That is the Question
- 7 Ways to Save on Auto Insurance
- No More Home Buyer Tax Credits: Is Now a Good Time to Buy a Home?

"Credit touches almost every part of our financial lives and can be confusing, explains award-winning real estate writer and author Ilyce Glink. "The consumer finance experts who write for the Equifax Personal Finance Blog will combine our real-world experience and expertise to create original, easy-to-digest content about the five pillars of personal finance — credit, tax, insurance, investment/retirement, and real estate — that breaks through the misinformation in the market to help consumers make smarter decisions with their money."

Get smart information on everything from real estate to retirement, all in one place at the Equifax Personal Finance Blog, [www.equifax.com/blog](http://www.equifax.com/blog). Find out more about Equifax's suite

of credit, identity and debt-related products designed to maximize your financial well-being at [www.equifax.com](http://www.equifax.com).

**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.*

*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(R) Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.*

SOURCE Equifax Inc.