

February 11, 2011



Equifax Board of Directors Declares Quarterly Dividend

ATLANTA, Feb. 11, 2011 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced that the Equifax Board of Directors declared a quarterly dividend of \$0.16 per share, payable on March 15, 2011, to shareholders of record as of the close of business on February 22, 2011.

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

Equifax has paid cash dividends for 97 consecutive years.

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 credit information, protect their identity, and maximize their financial well-being.

Headquartered in Atlanta, Georgia, Equifax Inc. operates in the U.S. and 15 other countries. 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.

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