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## Equifax Names Bhatia CEO of India-Based Credit Information Company

ATLANTA, Nov. 19 /PRNewswire-FirstCall/ -- Equifax Inc., (NYSE: EFX), a global leader in information solutions, today announced that it has appointed Samir Bhatia as the Managing Director and Chief Executive Officer-designate of its Indian affiliate Equifax Credit Information Services Private Limited. Equifax received in-principle approval for a license to operate a credit information company under The Credit Information Companies (Regulation) Act, 2005, in April 2009 and is working with its prospective joint-venture partners to prepare final submissions to receive a permanent license. Bhatia will join Equifax's operations in Mumbai and assume leadership of the company upon formation and requisite approvals.

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

Bhatia is a qualified Chartered Accountant with a wealth of experience, and is recognised and respected as one of the leading bankers in the country. He has over 24 years experience in the Banking and Financial Services industry and has worked with leading, successful banks such as Citibank, HDFC Bank and Barclays Bank. He has rich experience and exposure to all facets of retail and commercial banking.

"We are very pleased and fortunate to have someone with Samir's experience and capabilities assume leadership of this key initiative," said Trey Loughran, Equifax Senior Vice President of Corporate Development with responsibility for Equifax's India business. "Samir brings a combination of a deep understanding of the needs of our Banking and Financial Services customers and an entrepreneurial mindset of building a growth-focused business from the ground up."

Bhatia started his career with Citibank where he held several positions in financial control, credit, risk management and corporate banking. He then moved on to become one of the founding members of HDFC Bank, one of India's most successful new-generation private banks. During his 12 years with HDFC Bank, Bhatia developed and led the Corporate Bank and the Emerging Markets Group. He was also Managing Director, India and Indian Ocean with Barclays Global Retail & Commercial Bank and was instrumental in setting up the bank from the drawing board and growing it to over 125 branches in 48 cities, and 2000+ employees.

"Equifax is a global leader in Credit Information Services. It is a highly respected company with a diverse and sophisticated set of products which can add tremendous value to the Indian credit institutions," said Bhatia. "I am extremely excited to be working with Equifax and its esteemed joint venture partners to build and grow this important business in India".

*About Equifax ([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 credit 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.

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