

February 11, 2014



# Video Release -- Equifax Releases Retail Banking 'Best Practices' Video for Financial Institutions and Industry Media

ATLANTA, Feb. 11, 2014 (GLOBE NEWSWIRE) --

**WHO:** Brad Jones, *Retail Banking Leader* for Equifax

**WHAT:** Equifax Retail Banking Leader, Brad Jones, offers on-camera insight and best practices for financial institutions so that they can better attract, grow, and retain profitable households. Jones also discusses new regulatory challenges facing the industry, tips for keeping customer centricity a #1 focus, enhancements in segmentation methods and how to turn big data into big profits.

**WHERE:** [Click here to play. \(http://www.youtube.com/watch?v=EFOwAaRm-WI\)](http://www.youtube.com/watch?v=EFOwAaRm-WI)

*"Who is the customer, and are they in market? If so, what's the best product my financial institution can offer to achieve success?" – Brad*

**DETAILS:** Equifax permits the external distribution of this video, which is intended to be an informational resource for financial institutions, local media markets and industry publications. Please use proper citation when sharing and promoting across all channels.

## About Equifax

Equifax (NYSE:EFX) is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the FinTech 100. For more information, please visit [www.equifax.com](http://www.equifax.com).

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Source: Equifax Inc.