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Equifax Acquires ID Watchdog, a Leading Identity Protection and Resolution Services Company

ATLANTA, Aug. 10, 2017 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) announced that it has acquired ID Watchdog for approximately \$63 million. ID Watchdog is an award-winning identity theft protection and resolution company providing solutions to the employee benefits marketplace.



ID Watchdog will continue to be based in Denver and provide uninterrupted service to its client and consumer base. "We are excited to have ID Watchdog's industry leading products become an important part of our organization," said Dann Adams, President of Global Consumer Solutions at Equifax. "Merging our Identity solutions and industry relationships will significantly increase the access, range, and depth of our employee benefits solutions."

About Equifax

Equifax is a global information solutions company that uses trusted unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions. The company organizes, assimilates and analyzes data on more than 820 million consumers and more than 91 million businesses worldwide, and its database includes employee data contributed from more than 7,100 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,900 employees worldwide.

Some noteworthy achievements for the company include: Named to the Top 100 American Banker FinTech Forward list (2015-2016); named a Top Technology Provider on the FinTech 100 list (2004-2016); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2017); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative Companies (2015-2016). For more information, visit www.equifax.com.

About ID Watchdog

ID Watchdog provides award-winning identity theft protection and resolution services to the employee benefits marketplace and also offers breach resolution, white label, wholesale, and embedded programs. Founded in 2005 and headquartered in Denver, Colorado, ID

Watchdog leverages proprietary technology that searches billions of data points to detect changes in the personal identity profiles of each subscriber and provides resolution services.

ID Watchdog holds six industry awards for its identity protection software and service. The Company has been recognized for its leadership in identity theft protection, detection, and resolution as well as for its innovative technology, premier customer service, and personalized communication.

FOR MORE INFORMATION

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