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Equifax Names Byron McDuffee Automotive General Manager

Seasoned automotive technology veteran will help Equifax drive innovative solutions for customers

ATLANTA, Oct. 29, 2018 /PRNewswire/ --[Equifax Inc.](#) (NYSE: EFX), a global information solutions company, announced today it has named Byron McDuffee automotive general manager. He will be responsible for leading the company's automotive business, focusing on expanding enterprise solutions sales opportunities within the automotive market, as well as the continued development of strategic opportunities for industry-leading products that offer unparalleled value to existing customers while developing new relationships.



McDuffee joins Equifax from CDK Global, where he served as vice president responsible for the company's Global Strategy and Corporate Ventures group. McDuffee helped CDK Global achieve aggressive sales targets and developed incremental market opportunities through development of new solutions, partnerships and acquisitions. He also played an instrumental role in the spinoff of CDK from ADP Dealer Services, resulting in a highly successful IPO.

"I'm excited to join Equifax," said McDuffee. "Analytics, data innovation and new forms of technology are all coming together to present sophisticated solutions to help meet new business challenges throughout the automotive and auto finance industries. I look forward to

helping Equifax continue to drive a commitment to helping customers and partners leverage information and innovation in an effort to form a customer journey that results in higher overall satisfaction and continued profit potential."

"Over the past several years, Equifax has made significant advancements in helping automotive dealers and finance partners leverage sophisticated data, analytics and innovative information solutions to maximize profit potential," said Craig Crabtree, SVP and General Manager, Equifax. "With Byron joining and leading our automotive teams, he will be focused on continuing our efforts to lead the industry with innovation and deliver on our commitment to providing leading solutions that help our partners become even more competitive and realize greater success."

McDuffee graduated from North Central College in Naperville, Ill., with a degree in Marketing and an emphasis on Computer Science.

About Equifax

Equifax is a global information solutions company that uses 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.

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 11,200 employees worldwide.

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