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Equifax Teams With Industry Experts on Finance Blog

Credit reporting powerhouse provides consumers access to personal finance insights from top consumer finance experts

ATLANTA, Oct. 4, 2011 /PRNewswire/ -- Equifax recently revealed its redesigned [Equifax Finance Blog](http://blog.equifax.com) (blog.equifax.com), the company's online resource aimed at providing consumers with expert credit and personal finance insights from a brand they can trust.

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

The **Equifax Finance Blog** marks the company's latest effort to create deeper engagement with consumers and transform its website, www.equifax.com, into a trusted consumer resource and destination for topical personal finance information. The blog site enhancements offer visitors a more interactive experience and include improved social sharing capability, direct access to Equifax's website, exclusive Equifax product offers, and improved search capability and commenting functionality. Equifax also boasts an Equifax Mobile app for iPhone and Android devices, a Facebook Fan Page; consumers can even follow the blog on Twitter, @EFXFinanceBlog.

Launched just over one year ago, the Equifax Finance Blog, features weekly insights and practical information from top consumer finance experts and guest bloggers, including award-winning real estate journalist, writer and author, Ilyce Glink, who serves as managing editor. Equifax subject matter experts also cover select credit-related topics.

"We are incredibly pleased with the new look of the Equifax Finance Blog and excited about the new user experience it offers," says Trey Loughran, President, Equifax Personal Information Solutions. "It is our hope that consumers will find the sensible, straightforward information and insights from the blog to be useful in empowering them to be their financial best."

Every day on the blog, consumers will find new posts and helpful answers on topics like:

- Myths About Your Credit History
- Tax Talk Before Marriage
- To Convert to Roth IRA or Not: That is the Question
- 7 Ways to Save on Auto Insurance

"Credit touches almost every part of our everyday lives," explains blog editor, Ilyce Glink. "The consumer finance experts who write for the Equifax Finance Blog combine real-world experience and expertise to create actionable, easy-to-digest content about the five pillars of personal finance--credit, tax, insurance, retirement, and real estate--that breaks through the

misinformation in the market to help consumers make smarter decisions about their credit and money."

Get smart information on everything from credit to retirement, all in one place at the Equifax Finance Blog, blog.equifax.com. Find out more about Equifax's suite of credit, identity and debt-related products designed to maximize your financial well-being at www.equifax.com.

About Equifax

Equifax is a global leader in consumer and commercial information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates in four continents and 15 countries, is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange under the symbol [EFX](http://www.equifax.com). For more information, please visit www.equifax.com.

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