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Equifax Launches IdentityProtection.com to Educate Consumers About #1 FTC Complaint

ATLANTA, April 18, 2013 (GLOBE NEWSWIRE) -- Consumers need to know how to [protect their identities](#) and the identities of their children, including the need to take precautions when filing their taxes, signing their kids up for after-school activities, filling out medical forms, creating passwords online and going about their daily lives. On the heels of a recent announcement from the Federal Trade Commission that [identity theft continues to be its number-one consumer complaint](#), Equifax (NYSE:EFX) today is launching a website with detailed information for consumers about this growing problem and how to help protect themselves.

[IdentityProtection.com](#) features tips from experts, as well as stories of victims, in areas such as tax identity theft, medical identity theft and child identity theft. Experts will also discuss what people can do after realizing their identity has been stolen. A sampling of content:

- **Tax identity theft:** [Tax identity theft](#) is growing at an alarming rate. Tax-related identity theft incidents identified by the IRS increased 265% in the first 9 months of 2012 versus the full year of 2011, and 2011 was up over 500% versus 2010. Third-party tax expert Bill Nemeth offers tips consumers can use to help protect themselves.
- **Identity theft and credit:** Mechel Glass, vice president of community outreach at CredAbility, discusses the impact of identity theft on consumer credit and the importance of [protecting personal information](#). CredAbility is a nonprofit organization that provides credit counseling and education to consumers.

[IdentityProtection.com](#) will feature robust, fresh and shareable content in written and video formats. With content provided by experts from Equifax and other organizations, consumers will be empowered to help them make the best decisions for themselves and their families.

"Identity theft is an increasingly pervasive problem, particularly in today's digital economy," said Trey Loughran, president of the Personal Solutions unit at Equifax. "This new website will be a rich resource for people who want not only to educate themselves about the problem, but also to take steps to help protect themselves and their families. Consumers who are armed with useful knowledge and tools can be a powerful deterrent to the rapid growth of this 'invisible' crime."

Visit [IdentityProtection.com](#) to [learn more](#) about this new resource.

About Equifax

Equifax Personal Solutions empowers consumers with the confidence and control to be their financial best. Find out more about Equifax's innovative suite of credit monitoring and identity protection products at www.equifax.com. Learn about identity theft and how to help protect

yourself and your family at IdentityProtection.com. Get smart information on everything from credit to retirement, all in one place at the Equifax Finance Blog, blog.equifax.com.

Equifax is a global leader in consumer, commercial and workforce 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 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. For more information, please visit www.equifax.com.

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