

March 26, 2015



Equifax Announces Partnership with the St. Louis Cardinals

Sponsorship Highlights Ongoing Commitment to Region

ST. LOUIS, March 26, 2015 /PRNewswire/ -- [Equifax Inc.](#) (NYSE: EFX) announced today a partnership with the St. Louis Cardinals of Major League Baseball (MLB). The new relationship underscores the company's investment in the St. Louis community, where Equifax Workforce Solutions is headquartered.



One of the most successful teams in baseball history, the Cardinals have won 11 World Series championships. Because the fans are so loyal, the Cardinals have game attendance numbers that are among the MLB's highest.

"Equifax is a proud MLB supporter in Atlanta, and we are thrilled to now support the Cardinals as well," said Dann Adams, president of Equifax Workforce Solutions. "Equifax has a solid history of helping consumers get access to credit that helps them meet their financial goals and of delivering solutions that enable employers to achieve their compliance and business objectives. With the strength of the Cardinals' fan base in mind, our alliance with the organization will increase awareness of our industry-leading consumer and commercial services and build on the trusted Equifax brand."

As part of this multi-year agreement, Equifax will have a noted presence at Busch Stadium, including highly visible signage in right field on the famous wagon-gate doors that will help welcome attendees from across the nation. Equifax will also celebrate its community spirit and the St. Louis roots of its Workforce Solutions business by hosting an employee game night and sponsoring a give-away night for fans during the season.

"We are proud to partner with Equifax," said Thane vanBreusegen, vice president of Corporate Sales and Marketing and Stadium Entertainment for the St. Louis Cardinals. "Both organizations have a longstanding presence in St. Louis and a shared goal of supporting our community."

Adams added, "Our St. Louis-based associates have always been avid Cardinals fans. Equifax is a legacy company investing in a legacy organization, and we are excited to stand together with the Cardinals. From our shared leadership values and team spirit, to an intrinsic, deep-rooted commitment to the St. Louis area, this relationship was meant to be. The partnership represents two winning teams coming together just in time for the season."

About Equifax

Equifax 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 enables it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers. Equifax Workforce Solutions (also known as TALX), an Equifax business unit, is a leading provider of human resource, data, analytics and verification services.

Headquartered in Atlanta, Equifax operates or has investments in 19 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 2014, Equifax was nominated as a Bloomberg BusinessWeek Top 50 company; its CIO was listed as one of the top 100 by CIO magazine; and the company was named to the Fintech 100 list, was recognized as a top 20 company to work for by the Atlanta Journal-Constitution, and was named a 2014 InformationWeek Elite 100 Winner. For more information, please visit www.equifaxworkforce.com or www.equifax.com.



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

Logo - <https://photos.prnewswire.com/prnh/20150325/194450LOGO>

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/equifax-announces-partnership-with-the-st-louis-cardinals-300056177.html>

SOURCE Equifax Inc.