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Equifax Introduces Flexible Options for Multifactor Authentication

Single Platform for Comprehensive Token and Tokenless Strong Authentication with Integrated Identity Proofing and Provisioning

ATLANTA, June 14, 2011 /PRNewswire/ -- Equifax Inc. (**NYSE: EFX**) announced today culmination of the post-acquisition integration of the Anakam Identity Services platform with general availability of Anakam Two Factor Authentication v5.0. The new release expands upon Anakam's market-leading effort to fully integrate the most comprehensive and flexible methods of authentication with large-scale remote identity proofing and professional credentialing.

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

Version 5.0 serves a critical market need with the out-of-the-box capability to move legacy token holders to innovative and diverse alternative authentication vectors with automated remote identity proofing and provisioning. The new authentication vectors and proofing capabilities are immediately available to customers of both the on-premise and cloud-based identity solution. The expanded progressive authentication platform includes hard or soft OATH tokens which are effective alternatives to the compromised tokens implicated in several recent breaches. This expansion builds on the existing NIST Level 3 compliant authentication vectors such as SMS messaging, IVR, and voice biometrics which offer solutions for the broader customer, citizen, or patient-facing enterprise in a single platform.

"The Anakam Identity Services 5.0 platform is ideally suited for large deployments of strong authentication to serve customers, employees, and trusted third parties of an enterprise," said Rajib Roy, President, Technology and Analytical Services at Equifax. "It is rapidly deployable, standards-based strong authentication and brings together key intellectual property from both of the companies to provide an integrated solution."

Equifax, which holds the patent for knowledge-based authentication (KBA), serves as the underlying service for remote identity proofing used in Anakam Identity Services. This single, integrated platform provides no touch, risk-based identity verification and knowledge-based authentication to expedite provisioning for remote users. Using seamless access to an extensive array of proprietary consumer demographic and credit data sources, Anakam Identity Services prevent fraudsters from being able to enroll for online services on the front end. Patented strong authentication methods then protect the ongoing identity relationship with remote users with enterprises with whom they seek to do business.

Anakam Identity Services is certified to work with the most common customer hardware and software infrastructures - operating systems, databases, application servers, and Web servers. In addition, the cloud-based identity management provides an alternate deployment model for standards-based Web services interfaces, identity federations, and

security protocols. Our identity management lifecycle approach allows Anakam to interface as a software application or a Web service to all underlying identity management solutions like IBM Tivoli Identity Manager and Access Manager, CA SiteMinder and Identity Manager, and Oracle Sun Open SSO. Anakam also enables strong authentication of network security and VPN tools from Juniper, Cisco, and F5 as well as virtualization tools from Citrix.

Please contact us at technology@equifax.com or visit www.anakam.com for more information on Anakam Identity Services and the broader set of capabilities in v5.0.

About Equifax:

Equifax is a global leader in commercial and consumer information solutions, leveraging one of the largest sources of business credit intelligence, portfolio management, income, employment and wealth verification, identity authentication/fraud detection and marketing demographic data worldwide.

Through its unique data and analytical insights, powered by proprietary technology, Equifax delivers customized, high-value decisioning solutions to more than 4.4 billion accounts in 81 million businesses and provides millions of individual consumers with information and services to support management of their personal credit information and protection of their identity that are vital to their financial well being. Headquartered in Atlanta, Ga., Equifax Inc. spans four continents and 16 countries, is a member of Standard & Poor's (S&P) 500® Index and 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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