

February 17, 2010



Equifax to Present at Robert W. Baird 2010 Business Solutions Conference

Thursday, February 25 at 11:30 AM EST

ATLANTA, Feb. 17 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced that its Senior Vice President of Investor Relations Jeff Dodge will present at the Robert W. Baird 16th Annual Business Solutions Conference at the Four Seasons Hotel in Boston, Massachusetts on Thursday, February 25 at 11:30 a.m. EST. Mr. Dodge will discuss Equifax's financial profile and strategy for leveraging its unique data assets, technology and analytics leadership and innovative solutions to drive growth. A breakout session will follow the presentation.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060224/CLF037LOGO>)

Visit www.equifax.com/investor_center/en_us to hear a live Webcast of the presentation. An audio replay of the Webcast and presentation will be archived on the Equifax corporate Web site.

About Equifax (www.equifax.com)

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, we leverage one of the largest sources of consumer and commercial data, along with advanced analytics and proprietary technology, to create customized insights that enrich both the performance of businesses and the lives of consumers.

With a strong heritage of innovation and leadership, Equifax continuously delivers innovative solutions with the highest integrity and reliability. Businesses – large and small – rely on us for consumer and business credit intelligence, portfolio management, fraud detection, decisioning technology, marketing tools, and much more. We empower individual consumers to manage their personal credit information, protect their identity, and maximize their financial well-being.

Headquartered in Atlanta, Georgia, Equifax Inc. operates in the U.S. and 14 other countries throughout North America, Latin America, Europe and Asia. Equifax is a member of Standard & Poor's (S&P) 500® Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

SOURCE Equifax Inc.