

March 3, 2010



Equifax Helps Launch Open Identity Exchange

New Group to Establish Internet Trust Framework; Already Approved by U.S. Government Websites

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WHAT: Equifax (NYSE: EFX), along with Google, Verizon, VeriSign, Paypal, CA and Booz Allen Hamilton today launched the Open Identity Exchange (OIX) at the RSA Conference in San Francisco. The OIX is a non-profit dedicated to building trust in the exchange of online identity credentials across public and private sectors. The OIX has been approved as a trust framework provider by the U.S. Government. Equifax, Google and PayPal are the first identity providers certified by OIX to issue digital identity credentials that will be accepted for privacy-protected registration and login at U.S. government Websites.

WHO: "The opportunity to deliver our proven technology and its privacy features to the government sector is truly exciting," said Ron Carpinella, vice president, Equifax Identity Management. "OIX is the catalyst that will enable better, more secure and user-centric capabilities in government and industry digital services."

WHEN: March 3, 2010

RSA Conference, San Francisco

Background on the OIX and Equifax I-Card

Trust frameworks are a new way for one site to trust identity, security, and privacy assurances from another site (the "identity provider") acting on behalf of a user. The OIX will ensure that identity providers meet the security, privacy, and other identity assurance requirements set out by a particular trust framework. Equifax brings unmatched expertise in identity management and verification to the open trust platform initiative.

The Equifax I-Card is among the first commercial I-Card-based products to launch from members of the Information Card Foundation (ICF), a not-for-profit organization dedicated to developing a simpler and more secure digital identity on the Internet. A digital identity management solution that lives in an individual's digital wallet, the Equifax I-Card contains information needed to conduct online transactions or verify identity. Recently, Equifax announced that its I-Card was the first to provide the highest level of authentication security (Level 3) in the marketplace.

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 and Europe. 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.

About the Open Identity Exchange

The Open Identity Exchange (OIX) is a neutral, non-profit, multi-channel provider of certification trust frameworks for open identity technologies. OIX was founded by grants from the OpenID and Information Card Foundations and support from companies including Google, PayPal, Equifax, VeriSign, Verizon, CA, and Booz Allen Hamilton. It also includes non-profit members such as OCLC and the OpenID Society.

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

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