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Equifax PhoneReveal™ Offers Coverage of More than 95 Percent of All U.S. Wireless Numbers

Comprehensive carrier direct phone data with optional program consultation helps businesses using auto-dialer systems strengthen customer contact data and performance

ATLANTA, March 8, 2016 /PRNewswire/ -- Equifax Inc., a global information solutions company, announced today PhoneReveal, a dynamic new tool that helps organizations that use auto-dialer systems preserve time, money and resources, while helping to gain better insight into your contact records. Recognized by customers as one of the industry's most comprehensive resources for cell phone, landline and Voice over IP (VoIP) contact information, PhoneReveal provides coverage on more than 95 percent of all wireless numbers* in the United States with many customer tests achieving a 99 percent or higher match rate on all valid U.S. numbers.



Unlike other tools that obtain phone information from various sources and deliver probable information or scores, PhoneReveal provides information collected directly from carriers, helping to avoid ambiguity or unnecessary data aggregation. PhoneReveal helps minimize wrong-party contacts by providing users greater lead time on recycled phone numbers as compared to other industry tools. Other market products many not identify changes in number ownership until that number has already been associated with another party. Greater lead time can equal better overall dialer program management and more current information.

"Recent regulatory fines and penalties have soared as high as \$75 million for non-compliance with the Telephone Consumer Protection Act (TCPA)," said John Cullerton, Senior Vice President, Product Management at Equifax, "With such high penalties, PhoneReveal is an ideal solution because it delivers timely alerts about phone number types to help businesses distinguish mobile, landline or VoIP numbers when contacting individuals, while allowing for faster streamlining of operational efficiencies."

PhoneReveal can be an integral tool in your TCPA strategy, as it works across multiple business functions that use auto-dialers including marketing, account management, debt recovery and more. This gives businesses direct, anytime access to updated phone contact information, including details such as number type, such as mobile, landline or VoIP; deactivation dates; porting status; validity of number; and country code.

Upon request, PhoneReveal also includes complementary lean Six Sigma-based program support to help customers further strengthen programs such as portfolio management, systems of record, customer contact practices and more.

About Equifax

Equifax powers the financial future of individuals and organizations around the world. Using the combined strength of unique trusted data, technology and innovative analytics, Equifax has grown from a consumer credit company into a leading provider of insights and knowledge that helps its customers make informed decisions. The company organizes, assimilates and analyzes data on more than 800 million consumers and more than 88 million businesses worldwide, and its databases includes employee data contributed from more than 5,000 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 21 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,200 employees worldwide.

Some noteworthy achievements for the company include: Ranked 13 on the *American Banker FinTech* Forward list (2015); named a Top Technology Provider on the *FinTech* 100 list (2004-2015); named an *InformationWeek* Elite 100 Winner (2014-2015); named a Top Workplace by *Atlanta Journal Constitution* (2013-2015); named one of *Fortune's* World's Most Admired Companies (2011-2015); named one of *Forbes'* World's 100 Most Innovative Companies (2015). For more information, visit www.equifax.com

**Note – "all wireless numbers" includes telematics and other non-voice connected devices*

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