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Equifax Customer Event to Showcase Innovation and Thought Leadership Around Data, Analytics and Technology Solutions

Equifax Customers from All Industries Invited to Attend INFORM ENRICH EMPOWER 2007 October 28-30 in Atlanta

ATLANTA, Sept. 4 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) announced today that it will host Inform Enrich Empower 2007, the company's first-ever event that will join customers from across all industries to learn, share and to explore new and innovative ways for companies to grow and compete in today's economy.

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

Attendees will learn from a variety of thought leaders about the latest economic data from Equifax and other sources and what it means for the future of their businesses. They will also hear from Former Speaker of the House Newt Gingrich, who will serve as keynote speaker. Inform Enrich Empower 2007 will take place at Stone Mountain's Evergreen Conference Center in Atlanta on Sunday, October 28th through Tuesday, October 30th.

A global leader in information solutions, Equifax leverages 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 more than 30 thousand business customers across multiple industries in 14 countries, Equifax created Inform Enrich Empower 2007 as a unique opportunity for customers to learn from each other in a highly interactive forum.

"Inform Enrich Empower 2007 is a must-attend event for Equifax business customers at every executive level seeking to be better prepared to compete in the ever-evolving global marketplace," said Equifax Chairman and CEO Rick Smith, who will also be addressing the audience. "This is a unique opportunity for customers from all industries to gather to learn and share best practices on dozens of business-critical topics."

The dozens of forums will include innovation-driven strategy sessions providing cross-industry thought leadership, topical and issue-specific roundtable discussions within vertical markets as well as product and solution demonstrations and training. Key topics will include:

- * Economic Trending
- * Globalization and Emerging Markets
- * How to Manage the Impact of Legislative Changes and Catastrophic Events
- * Fraud Detection, Prevention and Control
- * Customer Acquisition and Loyalty
- * Portfolio Management

- * Best Practices on Employment and Income Verification and Data Privacy
- * Loan Origination Technologies

To learn more about Inform Enrich Empower 2007, go to www.equifax.com/informenrichempower where you may also register for the event. Members of the media interested in attending should contact Equifax Corporate Communications by October 10 for details about media credentials.

About Equifax Inc.

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.

Customers have trusted Equifax for over 100 years to deliver 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. employs approximately 6,900 people in 14 countries through North America, Latin America and Europe. Equifax is a member of Standard & Poor's (S&P) 500(R) Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

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