

February 12, 2008



Equifax Empowers Consumers with Free, Online Fraud Alerts

Initial 90-Day and Active Duty Military Alert Requests Available Through New Site

ATLANTA, Feb. 12 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) today announced the launch of a free, online fraud alert product for consumers who believe their personal information has landed in the hands of an identity thief. Through this streamlined process, consumers now can quickly and easily request initial 90-day fraud alerts and active duty military alerts by visiting www.fraudalerts.equifax.com.

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

"Equifax has launched this new site in response to consumers, who are looking for fast and convenient access to tools that help them protect their most important assets," said Steve Ely, president, Equifax Personal Solutions. "By enabling consumers to request fraud alerts online, Equifax is giving them greater access to these tools -- and a stronger defense -- in the fight against identity theft."

The new Equifax site gives consumers a fast and easy way to add another layer of protection against identity theft -- at no charge. Consumers who use this new application receive the following benefits:

- Anytime, anywhere access
- Instant online confirmation of the fraud alert request
- Email confirmation within 48 hours verifying that a fraud alert has been placed on their Equifax credit file
- Automatic notification of the fraud alert to the other credit reporting companies
- Access to free Equifax Credit Report when alert is placed on credit file

Equifax has a long history of providing consumers with a wide array of identity theft products and solutions. Among these solutions, Equifax credit monitoring products alert consumers to key changes in their credit file that could signal potential identity theft and serve as an early warning detection system. In addition to offering credit monitoring products, Equifax recently unveiled a new solution called Credit Report Control (CRC), which allows customers to lock and unlock their Equifax credit file through their credit monitoring account.

As part of its commitment to educate consumers about credit management and identity theft protection, Equifax also provides a wealth of resources to help consumers make informed financial decisions with greater confidence. Equifax's Learn.Equifax.com Web site (<http://learn.equifax.com>) features the latest identity theft protection resources and credit management information. In addition, Equifax provides ongoing access to customer service representatives specially trained to assist identity theft victims.

About Equifax Inc. (www.equifax.com)

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, employment and income verification and human resources business process outsourcing services, 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, HR/payroll services, 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 7,000 people in 14 countries throughout 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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