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Equifax Helps Consumers Combat Identity Theft with Launch of Equifax ID Patrol(TM)

Equifax ID Patrol combines Internet scanning tools, 24/7 identity theft resolution, credit file lock, and credit monitoring in one comprehensive product

ATLANTA, July 14 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX), the most trusted name in credit reporting for over 100 years, today launched Equifax ID Patrol(TM), the company's most comprehensive identity protection product. For about 50 cents a day, Equifax is providing consumers with a full-featured identity protection product to help them prevent, detect, and resolve identity theft.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080714/CLM001>)

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

Only Equifax ID Patrol offers protection against identity theft by providing subscribers the ability to:

- Lock and unlock their Equifax credit file (certain exceptions apply);
- Receive alerts if their Social Security number (if elected) or up to ten major credit/debit card numbers they provide are found on suspected Internet trading sites;
- Access a trained ID Theft Resolution Specialist 24 hours a day, seven days a week; and
- Receive credit monitoring and alerts within 24 hours to key changes in their credit files from the three nationwide bureaus.

"Identity thieves are constantly inventing more destructive ways to obtain consumers' personal information," says Steve Ely, president, Equifax Personal Information Solutions. "ID Patrol provides a new level of control for consumers to protect their personal information from being misused. Consumers who take proactive steps to protect their identity significantly reduce their personal risk of becoming victims."

Equifax ID Patrol is a part of Equifax's suite of credit monitoring and identity protection products designed to help consumers protect the power of their identity, credit, and overall financial well-being. Monitoring your credit information regularly is one of the best ways to protect your identity. For more information about Equifax ID Patrol, visit <http://www.equifax.com/idpatrol> .

About Equifax Inc. (<http://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.

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 7,000 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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