

May 27, 2009



# Equifax Chairman and CEO to Present at Keefe, Bruyette & Woods Diversified Financial Services Conference

*Thursday, June 4 at 9:30 AM EDT*

ATLANTA, May 27 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) today announced that its Chairman and Chief Executive Officer Richard F. Smith will present at the Keefe, Bruyette & Woods 2009 Diversified Financial Services Conference at the St. Regis Hotel in New York City, New York on Thursday, June 4 at 9:30 a.m. EDT. Mr. Smith will discuss Equifax's financial profile and strategy for leveraging its unique data assets, technology and analytics leadership and global market position.

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

A live Webcast of the Equifax presentation and discussion will be available at [www.kbw.com/news/conferenceDivFin2009\\_Webcast.html](http://www.kbw.com/news/conferenceDivFin2009_Webcast.html). The presentation will be archived on the Equifax corporate Website at [www.equifax.com/investor\\_center/en\\_us](http://www.equifax.com/investor_center/en_us).

About Equifax ([www.equifax.com](http://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. 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(R) Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

SOURCE Equifax Inc.