

September 9, 2009



Equifax Launches Partnership with National Institutes of Health for Secure Access to Information, Collaboration

Demo Set for Gov 2.0 Summit

WHAT: Equifax and the National Institutes of Health (NIH) are demonstrating a first-of-its-kind partnership to use I-Card technology to provide privacy and user control of identity in online interactions with government and commercial entities.

WHO: Ron Carpinella, vice president of Identity Management and Interactive Marketing Services, Equifax

WHEN: Wednesday, Sept. 9
10 a.m. - 12 p.m.; 2 - 5 p.m.
* Please call 404-964-8929 to schedule a time for a demonstration

WHERE: Grand Hyatt Washington
Wilson Room - Constitution Level

BACKGROUND

The Equifax I-Card is a digital identity management solution that lives in an individual's digital wallet, containing information needed to conduct online transactions or verify identity. For Web sites that accept I-Cards, individuals can click-in without the need to type in a user name, password or other personal information.

EQUIFAX I-CARD BENEFITS

For online merchants, the I-Card verifies that a consumer's identity is true, which reduces fraud and establishes a trusted relationship between the consumer and the online retailer/service or destination. In addition, the I-Card reduces the need for companies to retain customers' personally identifiable information (PII), which helps reduce the risk posed by data breaches.

For individuals, the I-Card eliminates the need to enter personal information to establish identity on a Web site. The I-Card lets individuals manage their personal data in one place and log-in to Web sites with a single click, avoiding the need to fill in forms or remember multiple passwords.

For general online security, the I-Card virtually eliminates phishing-related fraud. Because the I-Card recognizes participating, trusted Web sites, it alerts consumers when they click in to a site that's not the correct I-Card Web site.

The Equifax I-Card is part of the growing trend to provide more secure, trusted online

transactions between companies and their customers. For business, the I-Card takes identity management to the next level, enabling users to control the release of their personal information.

The Equifax I-Card is among the first commercial I-Card based products to launch from members of the Information Card Forum (IFC), an industry consortium dedicated to developing simpler, more secure digital identity on the Internet.

About Equifax (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.

With a strong heritage of innovation and leadership, Equifax continuously delivers 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. 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.

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