

November 23, 2009



# Equifax Provides Comprehensive Marketing Solution to Major Magazine Publisher

WAKEFIELD, Mass., Nov. 23 /PRNewswire-FirstCall/ -- Equifax Database Services, a leading provider of marketing database hosting services and a business unit of Equifax Inc. (NYSE: EFX), today announced a multi-year marketing solution with Hachette Filipacchi Media U.S. (HFM U.S.) to support the magazine publisher's direct marketing efforts and its list rental business.

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

Equifax will provide an integrated, open-system solution that will consolidate Hachette's current data management platforms, simplifying and improving the accessibility and content of prospective and current client data for additional conversion, retention and cross-sell revenue opportunities. The result will be enhanced analytic and data discovery insights, greater flexibility in data access, and increased operating efficiencies.

"Equifax is providing the publishing industry the best integrated marketing database solution that includes external data, database technologies, software applications and ongoing analytics/ professional services support," said Tom McGinley, General Manager, Equifax Database Services. "This is a proven platform infrastructure that will give Hachette a 360-degree view of its customers."

"This solution allows Hachette to consolidate and enrich subscriber data into a single integrated database, process automatic and periodic updates from third party providers, and consolidate feeds from other sources, including third party vendors," explained Pegg Nadler, Hachette's Vice President, Database Marketing.

Equifax Database Services melded Marketing Database, Demographic Data, Technology Applications including smartFOCUS and Analytics solutions to provide a comprehensive product for Hachette.

## *About Equifax Database Services*

Equifax Database Services is a leading provider of marketing database hosting services offering strategic and analytic support, technical and operational expertise and a proven, scalable technology platform to support clients' evolution toward customer-centricity. It is a division of Equifax Inc. For more information about Equifax Database Services, visit [www.equifax.com/databaseservices](http://www.equifax.com/databaseservices).

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® Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

#### *About Hachette Filipacchi Media U.S.*

Hachette Filipacchi Media U.S. (HFM U.S.) [www.hfmus.com](http://www.hfmus.com) serves consumers' passions and lifestyles through trusted, expert content that entertains and inspires on all media platforms. Illustrated with extraordinary images, these engaging editorial environments combine with highly-targeted demographics and scale to create rich opportunities for our advertisers. Its prestigious brands fall into five sectors: Fashion & Beauty (ELLE, ELLEgirl); The Luxury Design Group (ELLE DECOR, Metropolitan Home and PointClickHome); Women & Wellness (Woman's Day, Woman's Day Special Interest Publications); Automotive (Jumpstart Automotive Media, Car and Driver and Road & Track) and Motorcycling (Cycle World). HFM U.S. is part of Lagardere's ([www.lagardere.com](http://www.lagardere.com)) media division Lagardere Active, a producer of special-interest content in more than 40 countries.

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