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Equifax Named Top 20 Financial Technology Leader in 2010 FinTech 100

Sixth Consecutive Year Equifax Has Been Recognized in Industry Ranking

ATLANTA, Oct. 20 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced that it was honored for the sixth consecutive year as a technology leader in the 2010 FinTech 100 list by *Bank Technology News* and Financial Insights. The company ranked twentieth in this annual listing of technology companies that derive more than one-third of their revenue from the financial services industry. Out of 100 companies highlighted on this roster, Equifax was the only information solutions company ranked in the top 25 for the last four years.

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"Driving performance in today's dynamic environment means that businesses must embrace high-impact solutions and technologies to address immediate market needs and long-term growth goals," said Rajib Roy, president, Equifax Technology and Analytical Services. "This honor demonstrates that innovation is at the forefront of everything we do – driving us to invest in data, analytics and technology that broaden our solutions and enable us to deliver greater customer value."

A continued commitment to innovation and collaborative leadership has created unique opportunities for Equifax to strengthen its industry expertise and enter new markets. Through its New Product Innovation Process, Equifax launched 65 new products in 2009 for new and existing markets, including identity management, capital markets, settlement services, government and collections. Significant investments in new data assets and decisioning technologies have resulted in innovative solutions that help customers across various sectors find more effective ways of managing and growing their businesses. Most recently, Equifax acquired Anakam, Inc., a global leader in multi-factor authentication, identity proofing and user verification technologies – enabling the company to expand its portfolio of solutions in the global identity management market.

Equifax and other companies named to this list were recognized at an awards event held during the 2010 BAI Retail Delivery Conference & Expo. The FinTech 100 ranking is compiled by *Bank Technology News*, one of SourceMedia's marquee publications for banking and financial services professionals, and Financial Insights, a leading independent research and advisory firm. This marks the seventh year that Financial Insights and Source Media have partnered to recognize financial technology leaders. Companies on this list are selected based on their primary business, key application solution or vertical industry and 2009 total annual revenues.

Equifax is showcasing many of its technology solutions in booth # 315 at the BAI Conference this week in Las Vegas. For information about Equifax Technology and Analytical Services, visit http://www.equifax.com/blog/technology-analytics/en_tas.

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

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